

# SOAP

*with which is included*

## **Insecticide & Disinfectant Review**

Published by MacNair-Dorland Company Inc., 34 North Crystal Street, East Stroudsburg, Pa.



### **Oil Lavender Fleurs 40%**

THE present market for lavender oil urges us to suggest to consumers that they cover requirements at this time. We particularly recommend pure lavender, containing 40% natural esters, now available for shipment at attractive prices.

*"Our Quality is Always*

*Higher Than Our Price"*

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**NEW YORK**



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SEND for samples and prices of Falcon Air Sweetening Blocs, Crystals and Blockettes. They are *unusually efficient and long lived* because made by a special pressure molding process. They are *clean, easy to handle* and leave no oily residue. They *evaporate completely*. Falcon Blockettes are for use in urinals and toilets, while the Blocs and Crystals may be used anywhere crowded conditions demand. *Ask for samples.*

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By CARL R. MILLER

*No. 6 in a series of advertisements describing the position  
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Works: Niagara Falls, N. Y.—Saltville, Va.

*Warehouse Stocks at all Distributing Centers*

Soda Ash...Caustic Soda...Bicarbonate of Soda...Liquid Chlorine...HTH (Hypochlorite)  
...Ammonia, Anhydrous and Aqua...Bleaching Powder...Sulphur Dichloride...  
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## AUBEPINE SCUR

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# SOAP

REG. U. S. PAT. OFF.

*with which is included*

## Insecticide & Disinfectant Review

VOLUME SIX

NUMBER THREE

NOVEMBER, 1930

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**T**IMES change — while there was an increase of 25 per cent in American toilet soap production in 1929, the output of white and yellow bar laundry soap dropped off a corresponding percentage. Read "Times Change" on Page 21. Waldon Fawcett tells us how the new pool car distribution is working out in soap products in this issue. A new technique for the determination of fatty acids is described by A. K. Church, chief chemist of Lever Brothers Company.

**MacNAIR- DORLAND COMPANY, INC.**

136 LIBERTY STREET

PUBLISHERS

NEW YORK CITY

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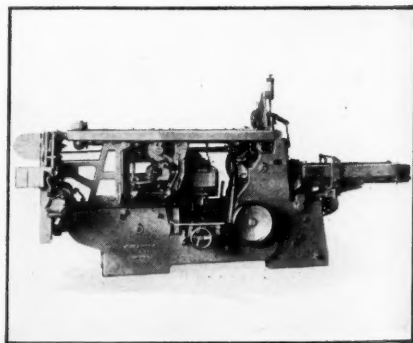


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*The S & S Automatic Wrapping Machine. Made in 3 different models with capacities of from 15 to 70 packages a minute, depending on size.*

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*If you make*

LIQUID SOAP or SHAMPOO BASE  
TOILET SOAPS, HAND or AUTO SOAPS

These colors will serve you  
well and save you money.

**60**  
DAYS' EXPOSURE

To Constant Sunlight  
on Our Roof

has convinced all of us at  
the experimental Labora-  
tory that at last *we have*  
*a color for bath salts that*  
*is fast* — in all that the  
word means.

Do you need a fast color  
for your bath salts? Get  
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(comes in all colors) and  
make these tests for your-  
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a water soluble olive green nine times more  
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a real fast fluorescent yellow and opal color so  
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a desirable shade that carries with it a breath of  
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highly concentrated; will not stain.

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with the much desired blue overtone and brown  
undertone.

\*All these colors are pure, fast to light, alkali  
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MANUFACTURING CHEMISTS—IMPORTERS—EXPORTERS

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You may be able to save hundreds of dollars a year on your costs!

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Just tear off—fill in and sign the slip today. Here is quite a definite opportunity for you to gain. Better not overlook it.

CLIFTON CHEMICAL CO., INC.  
CLIFTON BLDG., 246 FRONT STREET, NEW YORK CITY

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CLIFTON CHEMICAL CO.,

Clifton Bldg.,

246 Front St., N. Y. C.

What Can you do for us on items checked?

- |   |   |
|---|---|
| <input type="checkbox"/> Liquid Soap Base       | <input type="checkbox"/> Coal Tar Disinfectant  |
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| <input type="checkbox"/> Olive Oil Base         | <input type="checkbox"/> Cresol Compound U.S.P. |
| <input type="checkbox"/> Liquid Soap Dispensers | <input type="checkbox"/> Deodorizing Cakes      |
| <input type="checkbox"/> Pine Cleanser          | <input type="checkbox"/> Deodorizing Blocks     |
| <input type="checkbox"/> Liquid Floor Soap      | <input type="checkbox"/> Wall Containers        |
| <input type="checkbox"/> Pine Deodorant         | <input type="checkbox"/> Theatre Spray Base     |
| <input type="checkbox"/> Pine Disinfectant      | <input type="checkbox"/> Silver Polish Paste    |
| <input type="checkbox"/>                        | <input type="checkbox"/>                        |

Remarks .....

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## CONCENTRATED LIQUID SYRUP SOAP



*The Ideal Base for  
Making Liquid Soaps of any Desired Value.*

**B**UCKEYE Concentrated Liquid Syrup Soaps are produced for those who want to buy a liquid in its heaviest form — 40% anhydrous soap value — which can be diluted with distilled water to produce liquids of any anhydrous soap content desired.

These products are made from the purest grade of cocoanut oils, imported potash and distilled water. They are filtered at a low temperature, and will retain their clearness after dilution with soft or distilled water in any percentage.

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The Buckeye Concentrated Liquid Syrup Soaps are produced under the same laboratory control exercised over all of our products, which include Liquid Shampoo, Shampoo Base Soaps, Shampoo Pastes, Liquid Toilet Soaps, Toilet Base Soaps, Surgical Green Soaps, Oil Soaps, and Extra Hard Green Soaps.

Copyright, 1930, by The Davies-Young Soap Co.

**THE DAVIES-YOUNG SOAP COMPANY**  
**DAYTON - OHIO**

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*The Refreshing Odor of*  
NEW MOWN HAY

The NEWEST FELTON ODOR

*For*  
FLY SPRAYS  
THEATRE SPRAYS  
SOAPS

5 lbs. ....	\$1.75
25 lbs. ....	1.50
100 lbs. or over .....	1.25

*A Sample will speak for itself.*

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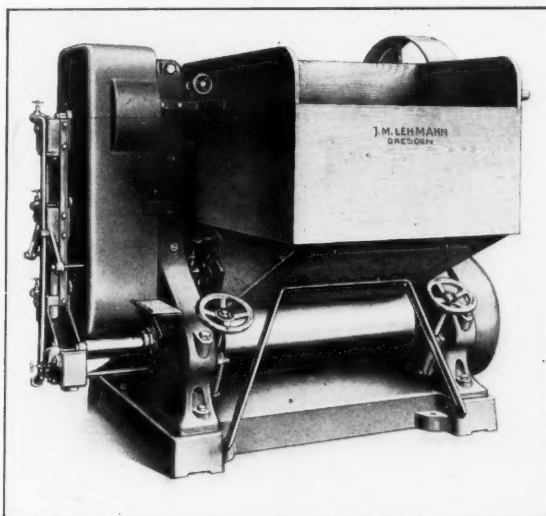


# The New "LEHMANN" ROLLER BEARING TYPE

**No. 412 MWS High Production Toilet Soap Mill**

*(Patents Applied for)*

**has justly been called the only  
*Automatic Soap Mill in existence***



It gives the soap 2 millings and 1 mixing in one operation.  
**PRODUCTION**, from 1200 to 1400 lbs. finished toilet soap per hour.

Self-aligning roller-bearings—the best in the market—for all rollers and ball bearings for the drive shaft;

Machine cut gears well protected by guards against soap dust and any foreign matter;

Rugged construction on substantial base plate;

Render it most valuable for progressive soap manufacturers who wish to reduce their production cost.

*Inquiries solicited*

## **J. M. LEHMANN COMPANY, Inc.**

**General Offices**  
248-250 West Broadway, New York City

**Factory**  
Lyndhurst, N. J.

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Disinfectants    Chemicals  
Polishes    Insecticides  
Wood-Preserver  
Liquid Preparations  
Volatile and Non-Volatile

says this -  
**CAN**

... and around the service station there's going to be brisk trading.

Such Containers make this product . . . make any product look what it is. That's our reason for existence.

Name your own liquid preparation and we'll give it "container expression" . . . a chance to sell itself by the power of attraction . . . by convenience of size and shape. Oblong Types give large flat surfaces, display the product name, description and directions for use.

You may have them Plain . . . or handsomely color-decorated.

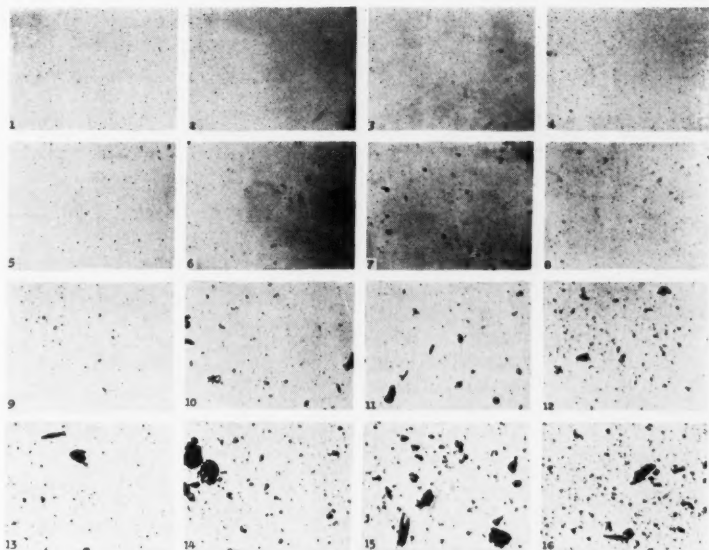
## METAL PACKAGE CORPORATION

Sales and Executive Offices, 110 E. 42<sup>nd</sup> St. New York City  
Opposite Grand Central Terminal

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Photograph Taken Through a Microscope Through Layers of Different Rosins

## ARE YOU USING CLEAN ROSIN?

Do you appreciate what cleanliness, freedom from dirt, and uniformity of rosin mean to you? The microscope proves that Hercules Wood Rosins have these qualities.

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COMMERCIAL ABIETIC ACID . . . WOOD ROSIN  
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GG-7

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# SOAP MACHINERY

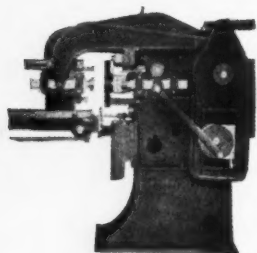
## SPECIALS!

## USED

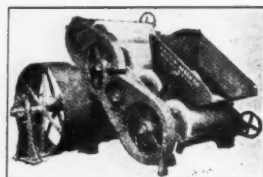


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Sizes from 300 pounds to 3,000 pounds. All in best condition and guaranteed



**4 JONES AUTOMATIC** combination laundry and toilet soap presses. All complete and in perfect condition.



### H-A SOAP MILL

This 4 - roll granite toilet soap mill is in A - 1 shape. Latest and largest size rolls.

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You can see **NEWMAN** equipment in actual operation at our Chicago warehouse.

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Our Forty Years of Soap Experience can help solve your Soap Problems.

**DRYERS**—Two Proctor & Schwartz Large Roll Soap Chip Dryers Complete.

Three Proctor & Schwartz Soap Chip Dryers with five Chilling Rolls.

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Proctor & Schwartz Bar Soap Dryers.

Condon & Huber Soap Chip Dryers.

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Buhler 3, 4, 5, roll Steel Mills.

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Sedberry Crusher, Grinder & Pulverizer.

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Soap Chippers, Scales, Motors, Amalgamators.

Soap Racks, Bottle Filling and Capping Machines.

Talcum Can Crimpers, etc.

*Introducing a new line of*  
**WATER SOLUBLE PERFUMES**  
*for*  
**FINE THEATRE SPRAYS**

A completely new line of water soluble perfumes, especially made for use in theatre sprays, has been developed in our laboratories. These new products, which are made in wide variety of odors, may be used from two to four ounces to a gallon, depending on the strength desired in the finished spray. It is only necessary to mix them with tap water. The resulting solution will be practically clear and **will not separate**. These water soluble oils are available in three series—priced at \$1.50, \$3.00 and \$5.00 per pound. A few suggestions are given below.

**Special Offer**—We have a limited quantity of Terpinolene available. This product, at 17 cents per pound, will be found very effective in masking harsh chemical odors.

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Oriental  
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Etablissements  
**ALBERT**

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Represented in the  
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**ALBERT VERLEY, Inc.**

11 EAST AUSTIN ST.  
CHICAGO

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## COMPETITION DEMANDS IT!

**D**OES your package receive prominent display from dealers? If not, why not? Today it's an extremely simple matter to produce a package which will *earn* prominent sales-making display . . . And packing in glass is one way to accomplish this. Little or no special equipment—little or no special expense is involved. This company, which has aided in the successful packaging in glass of just short of 1,000 different products, places its resources at your disposal.

And in the production of a fine modern package, the selection of the right closure is all-important . . . For all products listed at the right, ANCHOR AMERSEAL CAPS have proved themselves to be outstandingly correct. They can be applied economically and quickly by hand or machine three or four times as fast as other types of closures. No matter how roughly they are handled in shipment, they can be depended on not to loosen or come off. When they are lithographed with your own design in colors, they are a display feature of value in themselves.

Experience has definitely established the fact that women not only accept, but have a distinct liking for ANCHOR AMERSEAL CAPS. This is probably due to outstanding good looks and convenience. For these modern closures are easily removed—a quarter turn to the left is all that's required . . . and a quarter turn to the right seals the package securely until its contents are needed again—a week, a month or a year later. If you will write us a brief note on your business letter-head, we will gladly send you detailed information concerning the economies and advantages to be gained from the use of ANCHOR AMERSEAL CAPS—will outline for you the free services which our Research Laboratory is glad to offer.



19,250,000 advertisements in *The Saturday Evening Post* and *The Ladies' Home Journal* during 1930. Seal your products with Amerseals and get your share of this business. Look for our advertisements in future issues of these magazines.



A quarter turn to the right applies the Anchor Amerseal. Lugs, formed to fit the contour of the glass threads, draw the cap down and effect a tight uniform contact around the complete top edge of the container finish.

## Anchor Cap & Closure Corporation

LONG ISLAND CITY, N. Y.      TORONTO, CANADA

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# DOW COUMARIN

**T**HE extent to which any chemical product is used is governed almost invariably by its consistency—consistency in quality and in source of supply. Dow Coumarin fulfills these demands through its uniform excellence and dependability of supply as well as its freedom from adulterant odors. Because of this, it is widely specified in the manufacture of well-known toilet preparations. It is extensively used among cosmeticians, in soaps, and as a fixative and blending agent in perfumes. ¶ We will be glad to send samples or quote on your requirements upon request.

**THE DOW CHEMICAL COMPANY**  
MIDLAND, MICHIGAN

**OTHER DOW PRODUCTS**  
Paradew, Methyl Salicylate, Methyl Anthranilate,  
Phenol U.S.P., Carbon Tetrachloride, Caustic Soda

TRADE

**DOW**

MARK

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# A Favorable Market

IT has been years since the American soap and perfume industries have been able to fill their essential oil requirements at such attractive prices as those prevailing today.

TAKE advantage of this situation! It may not occur again and we recommend covering your needs at today's low levels. Among the products we would suggest for special consideration are:

Oil Bergamont, Natural

Oil Patchouly, Imported

Oil Geranium, African

Oil Lavender, Fleurs 32% 35%

Oil Bois de Rose, Brazilian

Oil Rosemary, Spanish

Oil Citronella, Ceylon

Oil Spike Lavender, Spanish

Oil Thyme, White, Spanish

Our quality is never sacrificed on a declining market; and we solicit your inquiries for samples and prices on these and other volatile oils.



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## UNGERER & CO.

NEW YORK

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Say you saw it in SOAP!

November

1930

# SOAP

## The Editor's Page

Volume Six

Number Three

### Times Change

**T**IMES and products change in the soap industry. The 1929 figures for American soap production have been issued by the Bureau of the Census. They show an increase of output in 1929 of 6.5 per cent over 1927, a production of soap and allied products by the industry of something in excess of \$300,000,000. Raw materials to the value of some \$175,000,000 were consumed, an increase of about 1.5 per cent over 1927. Wages paid in 1929 were 5.6 per cent less than those of 1927. The total value added by manufacture was 12 per cent greater in 1929 than in 1927, accounting for the wider margin of profits reported by soap companies last year, and due chiefly to the lower levels of oil and fat prices.

The significant thing in the entire census report lies in the further sharp increase in toilet soap production, an increase of 25 per cent in tonnage and value, and the continued drop in bar laundry soap output. The trend away from bar laundry soap and toward granular and powdered soaps was quite evidently more pronounced in 1929 than ever before. These soaps showed more than a fifty per cent increase in 1929 over 1927. The expansion in the use of perfumed toilet soap, a trend of the past ten years, was greater in 1929 than for any year in the past.

Times have changed and continue to change. The old dependable all-purpose bar is declining, although it is still a tremendously big soap item, accounting for over 80 million dollars in 1929. The special soap for the special purpose is in the ascent. It was never more evident than after a study of the production figures just issued.

### Fear

**F**EAR is chiefly responsible for general business conditions as they exist today. Fear of this and fear of that! Fear that bad conditions may become worse! When anything that lives is afraid, it usually does things in the panic of fear, things which are without rhyme or reason. It is true of animals or

men. Witness the fear-crazed run-away horse crashing headlong into tree or fence. Witness the investor throwing overboard of sound securities at artificially depressed prices, a sacrifice engendered in a panic of fear. Because it is based on animal instinct, fear is difficult to combat with sound reasoning.

Business has been in a slump because fear has taken possession of the industrial world. Everybody is afraid to do business. Buyers have been afraid to buy for fear they would be hung-up with their purchases while the market slid from beneath them as it had on previous occasions. Many of those who bought normally at high prices, have feared to replace raw material stocks except on a hand-to-mouth basis because they were afraid that low prices might go still lower. General fear has furnished its own stultifying force and the consequent inactivity has naturally brought depression.

It does no good to prate of causes. What is needed most is a bombshell thrown into the midst of the business world to stimulate buying of all kinds — the start of an upturn to scare buyers into covering for at least normal requirements. It took Carnegies, Guggenheims, and the like to buy heavily when things looked blackest. Others usually followed after the turn had taken place.

Today, raw materials are cheap, dirt cheap — cheaper than they have been for ten or fifteen years. If general reports indicate anything, inventories the world over are at low ebb. The present looks like the time to begin purchasing for future requirements. The buyer who waits for the absolute bottom usually pays more. If you need materials, buy them now! The time and prices are ripe. Do not let fear run your business.

### Keeping Pace?

**T**HAT we are miles ahead of the rest of the world when it comes to modern manufacturing methods and quantity production, is the general belief of the average American. We are prone to think of European

*Insecticide and Disinfectant Review Begins on Page 87*

manufacturing methods as generally antiquated, as systems based on poorly paid hand labor. And in the midst of this self-satisfaction, there comes a rather startling statement about the European soap industry from Archibald Campbell, chairman of the Soap Section of the American Oil Chemists' Society. Speaking a few days ago before the Chicago meeting of the Section, Mr. Campbell said in part about a soap plant in Germany: "The plant . . . impressed me more favorably than any soap plant I visited in Europe, and even in the United States as well. This is a moderate sized plant . . . strictly up-to-date and modern throughout . . . An oil mill was also operated in connection with the plant. For decomposing and splitting fats for the recovery of glycerine, they used three of the most up-to-date methods and for the distillation of fatty acids and glycerine, they operated under an extremely high vacuum. The soap powders were produced by spray process and packaged on automatic machines that were the last word in completeness and efficiency . . . The entire plant was under strict chemical and mechanical control with a complete cost system covering each step of the process. It came as near the ideal as I have ever seen in a soap plant." Mr. Campbell then went on to say something in a similar vein about the leading soap plant of England.

The comment comes from an ably qualified observer and is food for thought. With a few exceptions, is soap production in this country keeping pace with progress on a parity with other branches of American industry? Or with Europe?

### Europe Crushers to "Cooperate"

THE European crushers of vegetable oils are not making sufficient profit and they plan to take steps to increase their margin if reports which were rendered before the convention of the International Association of Seed Crushers recently at Hamburg are to be taken at their face value. "Closer cooperation between the members with a view to the elimination of competition" is the way a report of the meeting stated the aims of the oil producers. Although it was also explained that the elimination of competition was chiefly planned in the purchase of seeds and other materials for crushing, there is every reason to believe that success there would mean an extension of the policy to cover the selling prices of oils.

No American crushers are members of the Association and none were represented at the meeting. At the same time, the activities of European producers have a direct bearing on

the American markets. There is no doubt that the overproduction of vegetable oils in Europe and Asia, including also the overproduction of seeds, has been a prominent factor in the low prices for oils and fats which have been ruling in the United States for the past year. The possible effects in the United States of any "elimination of competition" abroad are obvious. If the crushers of Europe are to increase their profits, it is apparent they will have to do it by paying less for raw materials or selling finished oils at higher prices, or both. If their talk of "cooperation" is not just so many empty words, and definite arrangements are made to control prices, American oil crushers and soap makers may view some significant developments in the course of the next year.

Soap manufactured in Soviet Russia has recently entered into competition with domestically manufactured products on the British market, according to a report from the American Consulate at London, recently made public by Department of Commerce. The soap is said to be of good quality, and, according to the report, is priced as much as \$146 a ton cheaper than any British manufacturer's comparable product.

There exists in Norway a steadily increasing market for all kinds of toilet preparations, and American products seem to be well and favorably known. However, French competition is keen, and German manufacturers, too, have a strong hold on the market. The sales of toilet preparations in Norway are less than in either Denmark or Sweden, but the market is steadily growing and should not be neglected. There appears to be a particularly good demand for toilet novelties, and such products can be introduced successfully, even if the name of the manufacturer is unknown to the local trade.

Castile soap to the amount of 241,666 lbs., valued at \$23,062, was imported into United States during August, 1930, as compared with 303,280 lbs., worth \$33,334, in the same month last year. Imports of toilet soap in August, 1930, amounted to 148,710 lbs., worth \$44,480, as against 222,127 lbs., worth \$62,672, last year.

A corporation soap manufacturer recently signed a stipulation with the Federal Trade Commission agreeing to cease use on labels attached to the containers in which its products are packed and sold, words indicating that it has a patented process, when such is not the fact.



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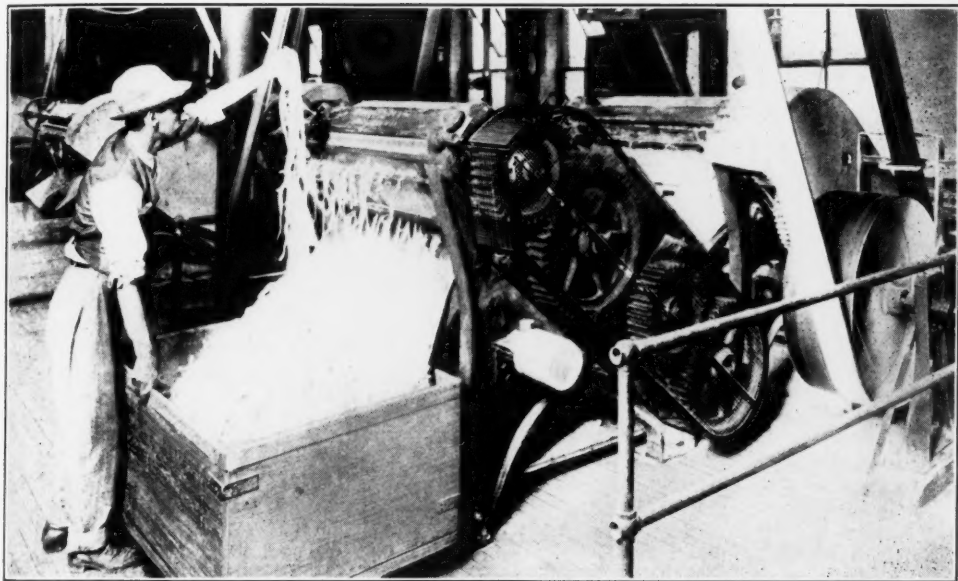
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# Some Comments on TOILET SOAP BASE

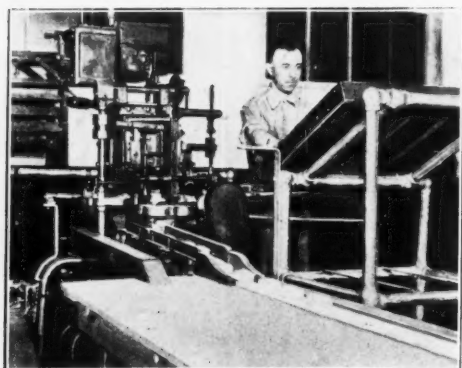
By WILLIAM E. WILKINSON



**I**DEAS as to what constitutes a good toilet soap base vary considerably among soap makers. Likewise, the ways and means for securing the best results in toilet soap manufacture differ according to soap maker and plant practice. Raw materials, plant equipment, and process variations all play their part in the quality of the finished soap and the economy with which it is manufactured. No two plants are equipped exactly alike and no two use precisely the same processes from start to finish. At the same time, there is great similarity in soap making methods in different plants and no one has a monopoly on the economic production of a good toilet base.

What is the best starting point for a toilet soap base? What other factors are involved? In the light of personal experience,

here are a few comments. First, the fats and oils must be clean and neutral with little or no free fatty acid content. The nearer neutral the better for the resultant soap when it comes from the plodder. It is not necessary to use high grade white tallows and oils to produce good toilet soap base because these are expensive to bleach, but whatever fats are used should be free from dirt, and as neutral as possible. To obtain these results, it will then necessitate refining. The process requires the following equipment; first a square tank with dished bottom provided with a 3" outlet for drawing off the foots soap made in the operation. The tank is fitted with closed steam coils around the four sides, and about 5' from the bottom with a swing pipe with cast iron elbow or one of 45% screwed on the intake and turned upward. There is also a horizontal shaft running through the ends of the tank



*Automatic Soap Press Stamping Toilet Soap Tablets*

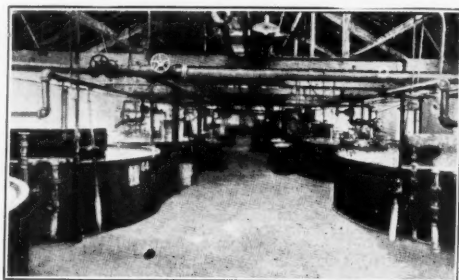
fitted with a two-winged paddle. The paddle must be placed so as to be covered by the liquid fat at least 6" deep when in operation, and well below the lip of the tank to avoid splashing over the sides, and geared to revolve the apparatus slowly. Water connections are required and fitted with a swing nozzle to produce a sprinkling effect by holding the nozzle and allowing the water to spray through the fingers.

The operation is as follows:—Fill the tank with fats to be refined, agitate for a short time to obtain a uniform sample, make a test of the sample for free fatty acids and determine the amount of Na OH required, using lyes 14°-18° Baume at room temperature. Stir the fat and heat with the closed steam coils and when the mass is at the uniform temperature required, run in the amount of caustic soda lye called for, using a convenient tank placed above the refiner tank. Agitate slowly, noting the temperature at all times during the operation, being sure that the fat is not getting too hot or gaining in temperature, using the water sprinkler occasionally as the foots accumulate. Do not run the paddles more than fifteen minutes. This you will note from experience is more than the time allowed for some fats in this operation. Then shut off the steam and stop further agitation, allow to settle for two or three hours, decanting off the fat from above the foots and lastly pumping the foots through the bottom 3" connection into a storage tank or soap kettle for stock for inferior grades of soap. Samples of this fat so treated will show a decided improvement.

There is also the method of bleaching the neutral fat with fullers clay or carbons, the requirements being a square tank similarly

fitted up as the refiner tank, but with only a feed pumping line at the top and a 3" pumping outlet on the bottom connecting with a good sized filter press. The agitator in this tank is a right and left worm type placed close to the bottom, covered with a strong half-round cover, this cover having a large hole in the center where the two worms come together, and with ends open so that when in operation the liquid fat is drawn to the center hole and driven up through the center of the fat, this agitator should run approximately 150 R.P.M.

There is also a closed steam coil 4' high placed around the four sides of the tank. The bottom coils are placed just above the worm agitator, the top of the tank is covered, and the cover is equipped with a vapor pipe reaching out into the air, and a good sized square hole in the hood of the cover to admit the clay or carbon for treating the fat. To operate this mixer, the fat must be brought to a tem-



*Kettle Room in Large Modern Toilet Soap Works*

perature of 212° Fahrenheit and kept at this temperature until all moisture has been driven off. This is necessary or the bleach will have little effect and will only mix with the water present. Usually 1½% to 3% of finely ground fullers clay, or less carbon, is sufficient to bleach most fats, the fat being constantly agitated all the time, taking samples of the fat occasionally until a satisfactory color is obtained, or until 3% of the bleach has been used. Further amounts than this in most cases are wasted.

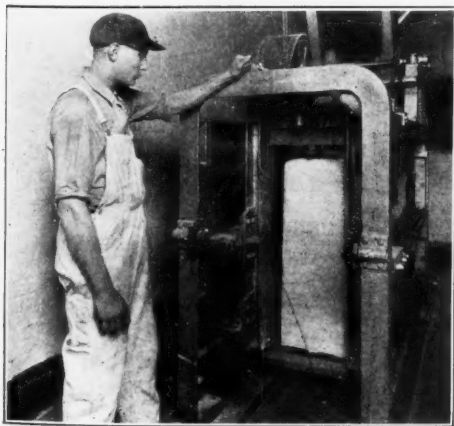
Have the filter press tightened up. Do not at this time use any live steam on the press as it condenses in the leaves and forms moisture. The hot fat will heat up the press very quickly. Pump all the contents through the press keeping the fat well agitated all the time while pumping, then blow out the press with dry air, using a mechanical, or better still a steam driven compressor. When the fat has stopped running, turn off the air and blow out

the press with steam, the steamings to be used for inferior grades of soaps. The fullers clay in the leaves of the press if properly steamed and dried out, can be reground and again be used for lower grades of fat with fairly good results.

**T**HE formula for a toilet base must necessarily be fixed in quantities for each kind of fat best suited to your requirements, and from available markets that insure you fair prices plus delivery to your plant. This cost-plus-freight applies to all users of raw material, and lucky is the manufacturer who can avoid freight rates, and who is equipped to render his own soap stock, or obtain a vicinage stock for his needs. A soap maker thus fixed has at least 75%-90% of the base for cheap milled soaps.

Few soap manufacturers seem to realize that the natural color of a soap base is a material advantage. Highly colored soaps are avoided by many users. Mostly the cheaper grades are treated with dyes, while the better grades of soaps still retain the color and the odor dame nature has imparted to their ingredients. Take for instance palm and olive oil soaps. Both these oils have characteristic color and do not have to be colored artificially. Should the soap base contain either of these oils, even in small percentages, the color is detected immediately, and if in time the soap from natural oils loses some of its original color, so will a dyed soap.

Some of the best toilet base is a mixture of tallow and coconut oil, with bleached olive and castor oil in proportion. Here you have



*Operating Power-driven Soap Slabber on Toilet Soap Base*

a white base that time will not affect and a soap that wears well, retaining the perfume to the end, and forming a hard soap which does not waste away in the soap dish. Higher percentages of bleached olive oil added to the tallow and coconut oil base produces a fine white castile type sold usually with or without being perfumed, the olive oil giving a pleasing natural odor. These soaps are noted for texture and smoothness which is essentially important for the better kind of toilet requisites.

**Cheap Toilet Soap Base:**—I have already mentioned that most toilet soap bases contain tallow and coconut oil. Now replace the good coconut oil and substitute coconut parings oil, thereby making a saving of 2 cents to 3 cents per lb. on say 10% to 30% of the base. Of course it should be understood here that all toilet soap base irrespective of kind is kettle boiled and well settled from a lye liquor of not more than 2.25%-2.35% of actual NaOH, thus insuring the minimum total percentage of alkali and just a trace or none at all of free NaOH in the neat soap produced.

All toilet soaps should be seasoned and this necessitates space for larger quantities of stored soap. Busy manufacturers must resort to mechanical driers, such as are furnished by C. G. Sargent's Sons and Proctor & Schwartz, which will give a more uniform moisture content in soap chips than the old method of racking the green chips and waiting for a good drying day before being able to mill and plod. The moisture test on toilet soap chips should be approximately 14%.

**W**HAT of the water you are using in the boilers and for the general requirements of your soap making purposes? This is one of the greatest problems for the soap maker, and especially applies to the manufacturer of toilet soap base. A good toilet base cannot be made without good water, that is water free from dirt and mineral salts. Should you be using off grade water from your own pet well, just to save city water taxes, you will pay dearly for it in a dull filmy finished soap. Many of these waters contain sulphates in some form, usually lime or magnesia sulphates, and the resultant soap may show the well known flat sodium sulphate crystals, also noticeable in the recovered salt from the crude glycerine evaporators. In addition, the saponification requires more caustic soda, and the killing change is retarded. Natural waters containing phosphates seem to make the clearest and best soap products, and especially toilet soap base.

*(Turn to Page 83)*

1768-1930

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LA ROQUE-ESCLAPON	ANTALAH, Madagascar	TATSIENTLU, China
RAHMANLARE, Bulgaria	SAINT-DENIS, Bourbon Is.	CAYENNE, Fr. Guiana
Les HESPERIDEES, Reggio, Italy		MESSINA, Sicily

Say you saw it in SOAP!

# Soap Products In POOL DISTRIBUTION

By WALDON FAWCETT

**T**HE new distributive policy of a well-known soap maker of Chicago, and other prominent soap producers, only goes to show that soap, no less than food specialties, is to share in the latest trend in commodity distribution. That toilet soap, laundry soap, and soap chips, packaged and in bulk, are among the commodities which are regularly being assembled for rail shipment in "mixed cars", so called, is only one phase of the adjustment of soap to the new idea in distribution. As a matter of fact, soap products are participating, or soon will be, in all the various versions of what is being characterized loosely as "pool distribution."

What is this policy and practice that is giving a new and broader meaning to the versatile word "pool"? Why has it come? Whither is it going? Questions such as these are crowding upon one another in merchandising circles as business men awake to the fact that what was formerly meant by the word "pool" is no longer the narrow meaning. And, as these self-same marketing executives likewise awake to the further fact that there is almost none of the necessities of life, soap, for example, but what will be affected, in journeyings from factories to consumers by the revised arrangements for distribution that embody the pool technique.

"Pool distribution", — whichever one of sundry varieties be referred to, — means co-operation, combination or concert of action in distribution of manufactured products. It is the complement, in the distribution scene, of

the mergers and consolidations which have been so numerous lately in the production end of industry. The underlying motive in the one case is much the same as in the other, namely a desire to increase profits by reduction of operating expenses or overhead. If anything there has been the stronger incentive to teamwork for the sake of economy in marketing. Because, rightly or wrongly, the impression has become current, within these past few

years, that the cost of distribution is too high. The dealer, without knowing the facts, or at any rate the details, has assumed this to be correct.

After what has been said, it is superfluous to caution readers that the terms "pool" and "pool distribution", as used in the soap field or similar commodity lines, have nothing in common with the terms as employed in the stock market. In the soap sphere, no criticism can be lodged on

**H**IGH distribution costs represent the cause for the largest number of present day complaints by manufacturers and dealers, large and small alike. Innumerable production economies have been effected. Getting the goods to the consumer, however, still costs too much. "Pool distribution" in its various phases including transportation, warehousing, and even selling and jobbing, is the newest trend resulting from efforts to reduce these costs. The manner of its workings is being watched and studied with interest by manufacturers and carriers the country over.—The Editors.

the score of law, or morals, or trade ethics. Pool distribution of soap is simply an up-to-date form of group action for the sake of obtaining quicker service and better quantity discounts in warehousing, transportation, etc. The distributing institution in which the Chicago soap company is a participant might be defined as a cooperative shipping ring, — a syndicate to reduce handling costs. The soap company in the case here is the Allen B. Wrisley Co., well-known manufacturers.

While we are on the subject of this particular "pool car group", it may be added that "The Big Ten", — to give the collective title to the group — exemplifies one of the cardinal



principles of the pool distribution concept. Non-competitive membership. That, for obvious reasons, is the best means of success which such a coterie can employ. Here are ten concerns banded together to make up full loads of freight. Most of the pool members will pack under factory brand or private label, whichever be preferred. But the entire circle is non-competitive and consequently non-conflicting. There is only one soap manufacturer. The other members manufacture various classes of food products. Food specialties that are retailed in the same stores as soap products and allied goods. All the products take the same straight or pool car rate of freight, — fifth class or less.

**T**O realize the greatest benefits from the operation of a manufacturers' pool car alliance it is desirable that arrangements be made for the dispatch of the mixed cars at regular intervals. By sending out the composite shipments on prearranged schedule, it is possible to make sure of tonnage that will command the most favorable rate from the common carriers and it is also made possible for wholesale and retail distributors to gauge closely their orders to current demand, thus obtaining the highest possible rate of stock turnover and holding inventories to the smallest stocks compatible with fulfillment of consumer demand. With the soap firms which have thus far embraced the new distribution doctrine, not the least of the considerations has been the opportunity which this species of combination distribution affords for introducing the participating brands of soap into markets where the soap line might not have penetrated so readily had it not gone in the company of associated products. A saving of anywhere from 10 to 50 per cent in transportation costs is calculated to make almost any

distributor indulgent to a sponsored soap brand. In the case of pools such as the Chicago group, joint shipping also serves to obtain for the soap member representation by special jobbers, in various cities, who represent all ten of the lines.

**W**ORTHY to rank alongside the above innovation is a current manifestation of the pool spirit although the name "pool" does not apply in the same sense. This twin brother of the pool car group is the public merchandise warehouse. To name only a few of the soap lines that are at present being distributed through the public merchandise warehouses, there may be cited Colgate, Ivory, Lux, Lifebuoy, Palmolive, Linit and Bon Ami. At present the average public merchandise warehouse is owned and operated as a private commercial enterprise. Perhaps the day may come when manufacturers may join hands to conduct their own joint "branch houses", even as we see them making common cause in loading pool cars. But, for the time being, the pool idea is embodied in the use of the warehouses rather than in their ownership and management.

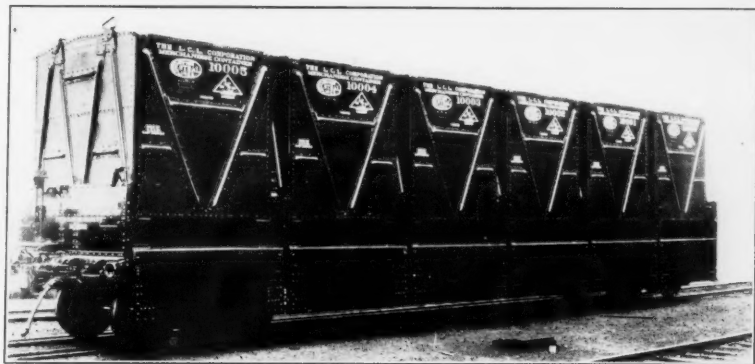
What the merchandise warehouse does for the soap marketer is, in principle, what the pool car scheme does. It allows him to obtain through clubbing with others, storage facilities and commodity clearing house service at distributive points where his individual volume of business would never warrant him in maintaining a warehouse of his own. The soap manufacturer has, at pivotal points, all over the United States, the "spot stocks" which are so essential in an era of hand-to-mouth buying, and yet inventories are closely geared to turnover. Some of the soap concerns are using the merchandise warehouses at as many as forty-five different points, combining the



In spite of competition from motor truck and steamship, the railroads still represent the chief arteries of distribution for modern industry.



For the less than carlot shipper, the problem of economic distribution is being solved in several ways. Photo courtesy New York Central Lines.



public plants with their own private storage facilities at strategic centers of distribution.

For a lone line such as soap and soap products, one of the prime advantages of the chain of merchandise warehouses, that now girds the United States, is the extreme flexibility of the storage facilities available. For example, the Procter & Gamble Distributing Company which sends out carloads to be locally distributed upon order, from the Sales Department, uses warehouse space ranging all the way from 5,000 square feet to 60,000 square feet according to the territory and the conditions of the market. The soap manufacturer may either lease warehouse space in the public institution and man it with employees from his own staff or may store his goods on a "per package" basis. In any event, he is likely to cement a close relationship with the chain warehouses. The traffic manager of Lever Brothers Company remarked on one occasion that his firm regarded the warehouse intermediaries not as outsiders selling service but as parts of Lever's own working organization.

By the by, it is amazing how the consolidated warehouse service has been elaborated from storage to almost all the various activities of distribution. The warehouse people break down shipments, repack and remark goods when necessary. They bill the customers and provide any species of delivery service, even to C. O. D. distribution. A branch office service is given, upon demand, even to handling the manufacturer's mail and filling his orders, in accordance with accredited lists or approved credit list furnished in advance. The procedure of the Bon Ami Company, for example, is to mail customers' orders direct to the nearest warehouse and after shipment has been made customers' invoices are rendered by the warehouse and mailed direct. This places shipping papers in customers hands with the least delay and at the same time relieves the manufacturer's general office of a heavy vol-

ume of clerical work. The facilities for store-door delivery have been influential in winning a number of soap firms to the warehouse as a distributive go-between. Bon Ami receives a daily report of deliveries and is automatically protected by the standing instructions at the warehouses for shipments limited to the amount carried against each customer's name.

WHILE manufacturers and others have been taking the initiative in team-play via assembling devices such as the pool car, the leading railroads of the country have been making a contribution to furtherance of the common underlying ideal. Soap men have to thank the carriers for the new-found "container system" with its "merchandise containers," which make it possible to merge less-than-carlots, and its "container cars" which give the mixed commodities the best of transportation service, even to speeding up the arrival of drop shipments at way points where, otherwise, the receivers of goods would have to play a waiting game.

The outstanding virtue of the container system is its saving in the expense of rehandling. In effect, the small or medium shipper, or the large shipper who has his share of carlot fractions, has the benefit of what is substantially a railroad car just one-sixth the standard size. Furthermore, the soap marketer can have his own packers pack the l. c. l. shipments. The merchandise container is filled at the factory; and then, without any breaking or bulk, is trucked to the railroad yard; swung, with its several fellows, aboard a car and carried to the city of destination where the reverse of the process is carried out, the pilfer-proof container eventually carrying its contents to the warehouse floor or the stock room of the distributor.

Saving is not alone in the cost of the erstwhile intermediate handlings. Just as important is the wear and tear that is spared the

(Turn to Page 81)

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# PRODUCTS

Say you saw it in SOAP!

# Determination of TOTAL FATTY ACIDS

## Method for Soap Using Modified Stokes Flask

By A. K. CHURCH\*

*Chief Chemist Lever Brothers Co.*



THIS method is novel in that a specially designed extraction flask, a modified Stokes flask, suggested by members of our laboratory staff, is employed in extracting the fatty acids in place of the usual separatory funnel, thereby materially reducing the time required. When ether is mentioned ethyl ether is meant, unless otherwise specifically stated. When a Stokes flask is mentioned the specially designed modified Stokes flask is indicated. Prepare the sample in an acceptable manner, — for example, by the A. C. S. standard method.

### *Separation of the Fatty Matter*

#### *Containing the Fatty Acids*

FIVE grams of the sample are weighed on the analytical balance, using an aluminum pan counterpoised with a brass weight except in the case of liquid soaps when approximately 5 grams are weighed from a weighing bottle. Transfer to a 100 cc beaker. Soaps containing perfume, or other volatile matter soluble in ether, must be dried overnight in a 105° C oven to drive off all such volatile matter before dissolving the soap in water.

Now dissolve in about 20 cc hot water and wash into the special stokes extraction flask with a little hot water. Powdered soaps may be washed directly into the flask through a small funnel with about 50 cc cold water. Additional water is added to bring the total volume of water in the extraction flask to about 75 cc. The flask is now placed on an asbestos mat on a hot plate and heated until complete solution (or disintegration) of the soap takes place when 10 cc 1:1 hydrochloric acid is added to precipitate the fatty matter. Three glass beads are dropped into the flask, an air condenser (30" long) attached, and the contents allowed to boil gently on an asbestos mat on the hot plate until the fatty matter forms a clear layer.

### *Extraction of the Fatty Matter*

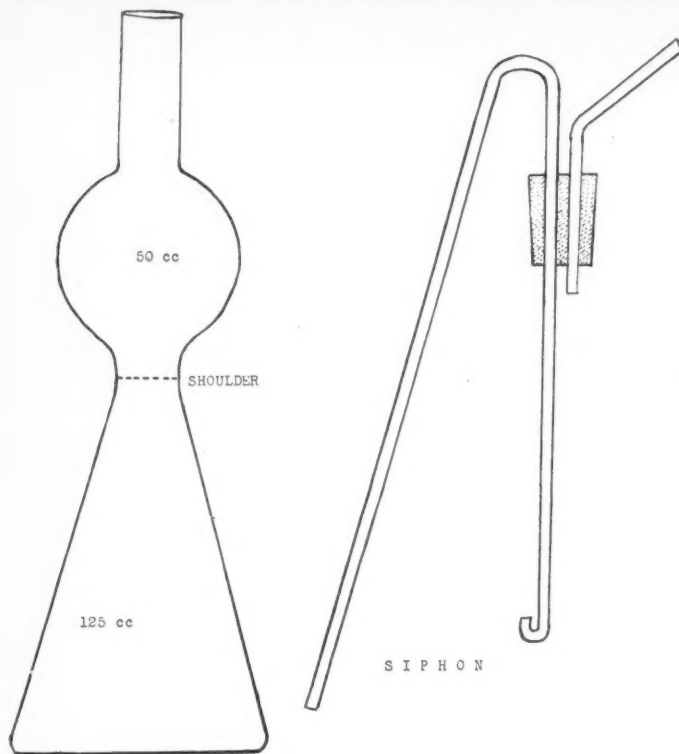
#### *Containing the Fatty Acids*

COOL the flask by placing it in cold water, wash the condenser down with a little ether, remove the condenser and rinse it with ether. The amount of ether for these operations need not exceed 30 cc. The contents of the flask are well mixed to insure complete solution of the fatty matter in the ether. A 10% solution of sodium chloride (saturated with ether) is now added until the junction of the ether and water layers is just above the shoulder of the lower part of the flask. Insert the siphon in the flask so that the turned up end of the tube projects about  $\frac{1}{8}$ " above the surface of the water layer. Place the forefinger of one hand over the end of the short tube and hold the upper part of the flask with the other hand. This will cause the ether vapor to expand, and the ether solution of the fatty matter will siphon off into the weighed 150 cc flask. Add 10 cc ether to the extraction flask, shake gently and again siphon off the top layer. Now remove the siphon tube, add 15 cc ether, insert a wet rubber stopper in the extraction flask and invert the whole three or four times. Violent shaking is unnecessary. Allow the ether layer to separate, siphon off and repeat the extraction twice, each time using 15 cc ether. The total volume in the weighed flask will not exceed 90 cc of ether.

#### *Evaporation of the Ether*

PLACE the weighed flask containing the ether extract on a water bath and evaporate the ether, controlling the bath so that an excess of water vapor does not fill the hood, thus guarding against condensed water vapor getting into the flask. The last traces of ether vapor are blown out of the flask with a slow current of air and, if the manipulation has been carefully carried out, there should be no visible water in the bottom of the flask. When there is visible water present, the fatty matter

\*Read before the soap section, American Oil Chemists' Society, Chicago, November 13.



**THE Modified Stokes**  
 Flask is eight inches high over all. It is three inches in diameter at the bottom and two inches in diameter at the widest point of the bulb above the shoulder. Below the shoulder, it has a capacity of 125 cc. and above the shoulder a capacity of 50 cc.

cannot be weighed directly but may be weighed as a sodium soap.

#### *Weighing Fatty Matter Directly*

**T**HE weighed flask containing the fatty matter is now heated in the 105°C air oven for just five minutes, no longer, cooled in a desiccator and weighed. Dry in 105°C oven for an additional 5 minutes to obtain check weight. The total fatty matter includes in addition to the fatty acids any unsaponifiable oil, neutral fat or other ether soluble matter present which must be determined and deducted to obtain the fatty acids. The percent of fatty acids times .97 gives the fatty anhydrides nearly enough.

#### *Total Soap and Combined Alkali*

**A**FTER evaporating off the ether as directed above, add 100 cc of neutralized alcohol free from carbon dioxide, add phenolphthalein indicator, and titrate to exact neutrality with standard semi-normal sodium hydroxide solution. Evaporate off the alcohol and water and dry at a temperature not exceeding 105°C to constant weight. At this stage the soap includes any unsaponifiable oil and neutral fat present, as well as the neutral

salts from the sodium hydroxide and alcohol, all of which are determined separately and deducted from the total weight to obtain the true soap. Calculate the combined sodium oxide ( $\text{Na}_2\text{O}$ ) and deduct from the weight of the true soap to obtain the fatty anhydrides. If the original soap is found to be wholly or partly potash soap, proper calculation must be made to reduce to potassium oxide ( $\text{K}_2\text{O}$ ), or a mixture of  $\text{K}_2\text{O}$  and  $\text{Na}_2\text{O}$ , as the case requires. In case of the presence of free fatty or rosin acids in the soap, these must be determined and a proper correction made. If the soap contains rosin, determine the rosin acids and subtract the anhydrous rosin soap from the total anhydrous soap to obtain the soap from the fatty acids.

#### *Unsaponifiable Matter and Neutral Fat*

Results checking with the A.C.S. method are secured employing the Stokes flask and dissolving the soap in 50% alcohol and extracting with petroleum ether.

#### *Rosin — Wolff's Method*

**T**HIS is the standard A.C.S. method except that the Stokes flask is used and a blank of .25 cc N/1 NaOH for each 3 grams of

total fatty and rosin acids is subtracted from the titration. This blank was arrived at by running a test on pure soap known to contain no rosin. Dissolve enough of the soap sample to give close to 3 g of fatty and rosin acids in about 100 cc of hot water in the Stokes flask, add a slight excess of dilute sulphuric acid (1:4), heat until the fatty and rosin acids collect in a clear layer, cool to room temperature and extract with ether, following the procedure given under "The extraction of fatty matter." Siphon the ether layer into another Stokes flask. Evaporate off the ether and dry the fatty and rosin acids one hour at 105°C, cool and dissolve in 20 cc absolute alcohol. Then add 10 cc of a solution of one volume of concentrated sulphuric acid (Sp. Gr. 1.84) and four volumes of absolute alcohol and boil on the steam bath for four minutes under a reflux condenser. Remove from steam bath, cool and add about 30 cc ether. A 7 to 10% sodium chloride solution (saturated with

ether) is now added until the junction of the ether and water layer is just above the shoulder of the lower part of the flask. Extract the ether layer as in the extraction of fatty matter, putting the extract into a 150 cc flask. Add 30 cc neutral alcohol, and titrate the rosin acids with standard sodium hydroxide solution, using phenolphthalein as indicator. For 3 g of fatty and rosin acids subtract .25 cc from the total NaOH required and calculate to rosin or rosin soda soap as desired (1 cc normal alkali equals 0.346 g rosin or 0.377 g rosin soda soap).

When the constants of the fatty and rosin acids are to be obtained, the rosin may be determined by using 3 grams of the fatty matter prepared for this purpose.

#### Some Results Obtained

It is recommended that for soaps made from all, or largely, cocoanut oil the fatty matter be weighed as a sodium soap.

Soap made from	% Fatty Anhydride weighing fatty acids directly and multiplying by .97	% Fatty Anhydride modified A. C. S. method using Stokes flask and weighing the soap.	% Fatty Anhydride std. ACS method using separatory funnels & weighing the soap.
100% Tallow	83.63	83.65	83.65
25% Coco, 75% Tallow	82.90	82.94	82.94
35% Rosin, 65% Tallow	67.41	67.39	67.43
100% Cocoanut Oil	73.82	74.15	74.16
20% Coco, 20% Corn, 60% Tallow	74.13	74.16	74.16

Consul General Lee, Lisbon, Portugal, reports that olive oil production for the 1929 season was approximately 60,000,000 liters, a good average output for the country. The yield for the 1927 season, however, was much larger and reached a total of slightly more than 100,000,000 liters. The crop for 1930 is expected to be small, but it is as yet too early to hazard an opinion as to its quality.

Silica Products Co., Kansas City, recently issued a 24-page bulletin on bentonite, in which its properties, sources, geology and production are discussed. Numerous tables are included in the booklet which is also profusely illustrated.

El Salvador has recently reduced the import duty on pastes and liquids for polishing metal and porcelain, and has changed the tariff designations of waxes and polishes for use on floors and furniture.

#### Kranich In Powdered Soap

Kranich Soap Co., Brooklyn, has just put into production a new department manufacturing powdered U. S. P. castile soap, cococastile soap, neutral tallow soap, and other powdered soap specialties, and is now offering these to the trade in bulk, according to Herbert Kranich, president of the company. The firm has installed a new \$10,000 milling equipment unit, and a battery of special automatically controlled drying ovens which bring the moisture content of the soap below one per cent in a few hours. New saponification kettles for the powdered soap department have been installed and they are operated independently of other parts of the Kranich plant. The company has also increased its production on U. S. P. castile soap in bars and cakes. Other products which they have been manufacturing for some years include liquid soap and shampoo bases, auto soaps, U. S. P. soft soap and green soaps, and other potash soap specialties.



**Kellogg's**

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*Crystalite*

*Silver Seal Cochin*

*Edible 76° — Koline*

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Even complete control of every step in copra buying, importation manufacture and distribution is not enough to insure the dependable quality you need for profitable production.

So Kellogg Coconut Oils are tested at every point under direct supervision of one of the greatest vegetable oil laboratories in the world — as a protection to you.

*Try them once—you'll find them worth the trouble it takes to insist on Kellogg's.*

**Spencer Kellogg and Sons Sales Corp.**

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Crushing Plants Manila, P. I.  
Refineries: Edgewater, N. J., Kansas City, Kas.  
New York Offices: Graybar Bldg.  
Sales Offices in All Principal Cities.  
Warehouse Stocks at Baltimore, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Detroit, Kansas City, Milwaukee, New York City, Philadelphia.

*Pank Wagon Service in Greater New York*

# Kellogg's COCONUT OILS

Say you saw it in SOAP!



# Soap Production Up 6.5 Per cent in 1929

SOAP production in the United States in 1929 was 6.5 per cent greater than in 1927, according to the figures of LeVerne Beales, chief statistician for manufactures for the U. S. Bureau of the Census. The total value of goods at manufacturers' prices at the factories produced by the soap industry in 1929 was \$303,377,358 of which \$258,815,408 was soap. This compares with a total of all products of \$287,059,935 in 1927 and a total for soaps of \$242,927,457 in that year. Cost of materials in the soap industry in 1929 was \$174,772,304, an increase of only 1.5 per cent over the 1927 total of \$172,244,130. The number of plants showed an increase in 1929 and also the number of workers employed, but the totals spent for wages in 1929 were 5.6 per cent lower than in 1927.

The production of toilet soaps in 1929 showed an increase of close to 150,000,000 pounds and an increase in value of over \$13,000,000 compared with 1927, which year in turn had showed a sharp increase over 1925. The increase in value in 1929 was some 25 per cent over 1927. Powdered and granulated

soaps also showed a sharp increase in 1929. In fact, increases were general throughout the list with the exception of white and yellow bar laundry soaps which have been dropping off for some time. The decline in these latter in 1929 was 165,000,000 pounds, or some ten per cent, while values dropped off about nine or ten million dollars which also represents ten per cent.

The report here is for companies engaged wholly or principally in the manufacture of soap. In this connection it is interesting to note that most of the liquid soap of the country is made by firms chiefly in the disinfectant and sanitary supply business and that the great bulk of this product is probably included in the \$28,000,000 total for "Other Compounds" included in the report for disinfectants, insecticides, etc. published on page 113 of this issue.

The statistics for 1929 are summarized in the following table, with comparative figures for 1927. Detailed product statistics are given in Table 2. The figures for 1929 are preliminary and subject to revision.

TABLE 1.—SUMMARY FOR THE INDUSTRY: 1929 AND 1927

	1929	1927	Per cent of gain or loss
Number of establishments .....	274	256	7.0
Wage earners (average for the year) <sup>1</sup> .....	14,050	13,432	4.6
Wages <sup>2</sup> .....			—5.6
Cost of materials, containers for products, fuel, and purchased electric current <sup>2</sup> .....	\$174,772,304	\$172,244,130	1.5
Products, total value <sup>2</sup> .....	\$303,377,358	\$287,059,935	5.7
Soap .....	\$258,815,408	\$242,927,457	6.5
Other products .....	\$44,561,950	\$44,132,478	1.0
Value added by manufacture <sup>3</sup> .....	\$128,605,054	\$114,815,805	12.0

<sup>1</sup> Not including salaried employees. The average number of wage earners is based on the numbers reported for the several months of the year. This average somewhat exceeds the

# The Leaner the Soap, The *Fatter the Profits!*

A 10c cake of soap represents a dime's worth of help—in cleaning. And since the cleansing qualities of rosin make the soap do a better job, it's *worth* more to the housewife.

No need to charge extra—the costs of manufacture are less because of less fats. As much as 30% of a cake of soap is frequently an economical Wood Rosin.

Newport Wood Rosins are uniform in quality—shipped in uniform drums—and are always clean.

Specify Newport Pale Wood Rosins for dependability and uniform quality. Greater profits don't come by chance.

*All types of Wood Rosins*

*Pine Oils • Pinesol*

*Steam Distilled Wood Turpentine*

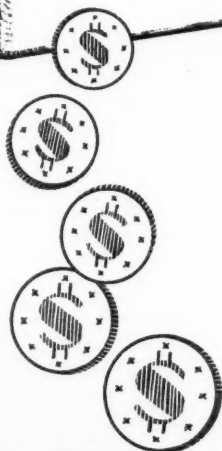
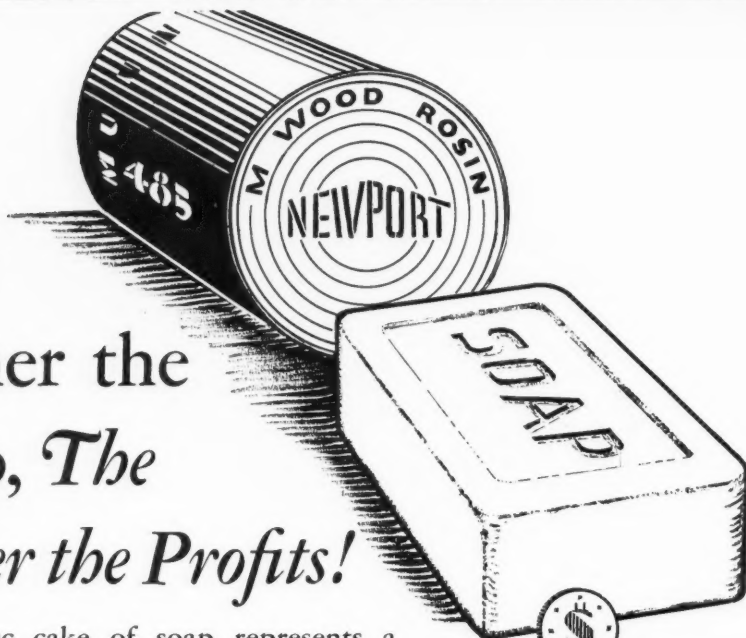
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## GENERAL NAVAL STORES COMPANY, Inc.



Say you saw it in SOAP!



number that would have been required for the work performed if all had been continuously employed throughout the year, because of the fact that manufacturers report the numbers employed on or about the 15th day of each month, as shown by the pay rolls, usually taking no account of the possibility that some or all of the wage earners may have been on part time or for some other reason may not actually have worked the entire week. Thus in some cases the number reported for a given month exceeds the average for that month.

<sup>2</sup>Manufacturers' profits can not be calculated from the census figures because no data are collected for certain expense items, such as interest on investment, rent, depreciation, taxes, insurance, and advertising.

<sup>3</sup>Value of products less cost of materials, containers for products, fuel, and purchased electric current.

*Note.*—As the purpose of this preliminary reports is to make the census statistics available at the earliest possible date, thus insuring their maximum current value, they have been compiled from returns which have not received the careful scrutiny and revision which will be given them before the publication of the final reports. For this reason, some of the items in this report may differ appreciably from the corresponding items in the final report for the industry, but it is believed that these differences are not of sufficient importance to have any material effect on the value of the statistics for practical purposes.

TABLE 2.—SOAP.—PRODUCTION, BY KIND, QUANTITY, AND VALUE: 1929 AND 1927.

	1929	1927
Soap made in all industries, total value . . . . .	<sup>1</sup>	\$249,219,248
Made in the soap industry, value . . . . .	\$258,815,408	\$242,927,457
Made as secondary products in other industries, value . . . . .	<sup>1</sup>	\$6,291,791
Hard soaps (not including granulated and powdered soaps):		
Pounds . . . . .	2,188,613,984	2,219,228,479
Value . . . . .	\$194,451,512	\$191,458,196
Toilet soap—		
Pounds . . . . .	432,005,413	287,696,300
Value . . . . .	\$66,728,235	\$53,572,981
Foods soap—		
Pounds . . . . .	21,700,633	15,788,153
Value . . . . .	\$1,897,023	\$1,368,051
Soap chips—		
Pounds . . . . .	363,844,165	373,215,795
Value . . . . .	\$39,764,264	\$39,422,667
Laundry soap—		
White (made from vegetable oils, etc.)—		
Pounds . . . . .	776,032,661	887,720,019
Value . . . . .	\$41,362,321	\$48,859,052
Yellow (made from tallow, rosin, etc.)—		
Value . . . . .	\$40,569,816	\$42,864,599
Other hard soaps—		
Pounds . . . . .	50,553,901	56,132,986
Value . . . . .	\$4,129,853	\$5,370,846
Granulated and powdered soap:		
Pounds . . . . .	288,409,786	173,930,283
Value . . . . .	\$29,219,665	\$18,130,675
Soap powders (including commodities reported as cleansing powders, washing powders, etc.):		
Pounds . . . . .	452,723,389	526,452,627
Value . . . . .	\$25,622,421	\$26,909,511
Liquid soap:		
Pounds . . . . .	20,851,475	24,933,523
Value . . . . .	\$1,522,716	\$3,240,285
Soft soap:		
Pounds . . . . .	63,741,783	79,773,314
Value . . . . .	\$3,056,078	\$4,231,115

(Continued on page 115)

# 58%

58 per cent is more than mere figures when applied to Diamond Soda Ash—it describes a quality that is un-deviating—a Soda Ash guaranteed to test over 58 per cent Sodium Oxide by actual analysis.



# SODA ASH

# 76%

In order to safeguard the quality of their raw materials, consumers of Caustic Soda are urged to specify "Diamond" 76 per cent *Actual Test* Caustic Soda, a full strength alkali that will analyze over 76.50 per cent Sodium Oxide.

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# CAUSTIC SODA

Say you saw it in SOAP!

# Soap Chemists Meet In Chicago

THE fall meeting of the American Oil Chemists' Society, and also that of the Soap Section of the Society, was held Nov. 13 and 14 at the Congress Hotel, Chicago. The first meeting was that of the Soap Section and this was held Thursday, Nov. 13 with Archibald Campbell, chairman of the Section, in the chair. The session ran from 9:30 until noon and the afternoon was given over to the visiting of various plants in and near Chicago by the chemical engineers present. The regular meeting of the Society was held Friday morning, Nov. 14. W. H. Irwin, president of the Society was in the chair. This session was also followed in the afternoon by visits to plants in Whiting and East Chicago.

On Thursday evening, a bowling tournament was held on the alleys of the Hotel Stevens in which some sixty men participated. A team cup for the event was donated by the Industrial Chemical Sales Co. The bowling tournament was in charge of J. P. Harris. On Saturday afternoon, following the meetings, many of those at the Society meeting attended the football games between Chicago and Illinois at Chicago, and Northwestern versus Wisconsin at Evanston. J. J. Vollertsen, chairman of the Chicago local committee on arrangements, was in charge of football tickets and other parts of the program. The speakers were scheduled by W. H. Irwin, president.

The general program and addresses delivered were as follows:

First Day: November 13, 1930

Archibald Campbell, Vice-President and Chairman of Soap Section, Presiding

Committee Reports:

Detergents Committee—J. G. Vail, Philadelphia Quartz Co., Philadelphia, Pa.

Glycerin Analysis Committee — J. T. R. Andrews, Procter & Gamble Company, Ivorydale, Ohio.

Soap Analyses Committee — H. P. Trevithick, Chief Chemist, New York Produce Exchange, New York, N. Y.

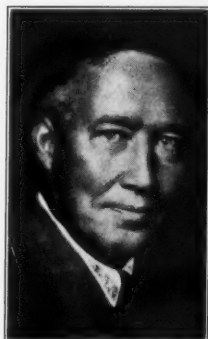
Papers:

"The Determination of Water in Glycerols"—L. F. Hoyt, Research Department of Larkin & Company.

"Lecithin, Its Effect Upon Hydrolysis of Fats"—R. B. Trusler, Davies-Young Soap Co., Dayton, Ohio.

"The Determination of Total Fatty Acids in Soap Using a Modified Stokes Flask"—A. K. Church, Lever Bros., Cambridge, Mass.

"Some Impressions of the European Soap



W. H. IRWIN



ARCHIBALD CAMPELL

Industry"—A. Campbell, Chairman of the Soap Section, Cincinnati.

"Fuller's Earth" — J. G. Withrow, Ohio State University.

"Technique of Bleaching Oils & Fats in the Laboratory"—J. T. R. Andrews, Procter & Gamble Co., Ivorydale.

"Soya Bean and Linseed Oil"—Otto Fisen-schimi, President, National Soya Bean Ass'n, Chicago.

Second Day: November 14, 1930

W. H. Irwin, President, Presiding

"Recent Technical Developments in the Margarine Industry"—B. R. Harris, Epstein, Reynolds & Harris, Chicago.

"Function of Shortening in Baking"—H. S. Mitchel, Research Laboratory, Swift & Company, Chicago.

"Corn Oil—Its Preparation and Usefulness"—G. A. Moore, Corn Products Refining Co., Argo, Illinois.

"Certain Basic Considerations in the Solvent Extraction of Vegetable Oils"—C. F. Eddy, Proscio Oils Corporation, Norfolk, Va.

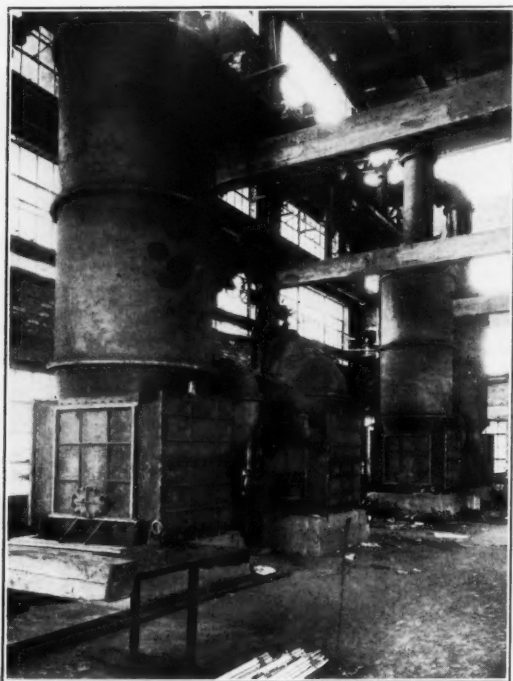
"Antioxidants"—F. C. Vibrans, American Institute of Meat Packers—Research Department, Chicago.

"A Review of the Methods of Testing Rancidity and Stability in Shortening"—W. O. Pool, Research Laboratory, Armour & Company, Chicago.

"The Measurement of Consistency in Hydrogenated Shortening"—A. D. Barbour, Ontario Research Foundation, Toronto.

"New Method of Determining the Keeping Quality of Shortening by Measuring the Volatile Oxidation Products"—D. P. Grette, Research Laboratory, Swift & Company, Chicago.





Six years ago we installed a complete CECO Criss-Cross Evaporator unit of 260 sq. ft. heating surface. The rate of evaporation being approximately 50 lb. per sq. ft. of heating surface. The unit that was displaced had approximately 400 sq. ft. of heating surface and required 24 hours to do the necessary work. The CECO unit, of about one-half the heating surface, required only six hours to do the same work.

After six years of successful operation we were given a contract to install four additional units to take care of increased production.

The company engineers who had been operating the original CECO unit claimed that tests showed greater evaporation per square foot than the guarantee. Therefore they could install CECO Criss-Cross Evaporators of a much smaller size, and practically pay for them with the saving in floor space alone. Further the original unit had required practically no maintenance expense, as the tubes had never been touched or cleaned and are in very fine condition.

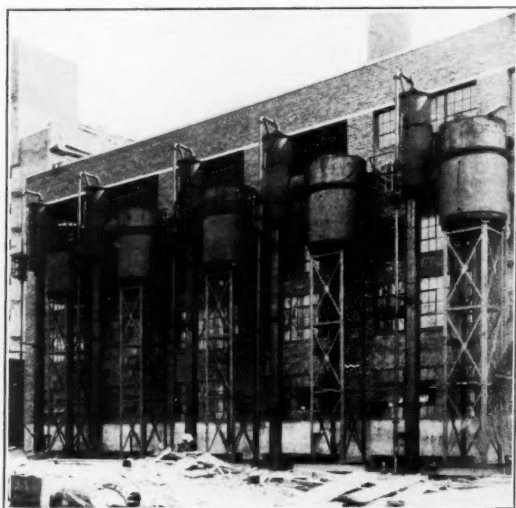


## CECO Criss-Cross Evaporator Performance and Economies Dictated the Order for Four Additional Units

The illustration to the left shows an installation of four CECO Criss-Cross tube Evaporators in one of the largest soap plants in the West for the evaporation of spent soap lye and sweet water.

The new units are the very latest development, having large vapor section for the expansion of the vapors, therefore dropping out entrainment, although catch-alls are installed as a precaution. Barometric condensers, see illustration at bottom, are used with steam jet vacuum pumps to assure the very highest vacuum that can be obtained for this type of equipment.

When considering new evaporation, whether for replacement, expansion or an entirely new operation, engineers should consider CECO Criss-Cross Evaporators very carefully, as we can show considerable improvement over the older types.



# Chemical Equipment Company

MONTPELIER, INDIANA

Say you saw it in SOAP!



## Sign Olive Oil Stipulation

A corporation manufacturing soap products recently signed a stipulation with the Federal Trade Commission, agreeing to stop use of the word "olive" in connection with the word "oil" as part of its trade name or as a label for its products so as to imply that they are composed in substantial part of olive oil, when such is not the fact. Use of the words "olive" or "olive oil" in any way as descriptive of its products will be discontinued so as not to confuse buyers into believing that the soap is composed in substantial part of olive oil.

## Oil Trades Association

Oil Trades Association of New York held their annual business meeting and fall dinner at the Roosevelt Hotel Nov. 12. Following dinner a short business meeting was held. The entertainment feature for the evening was an indoor golf tournament which was billed as for the pee-wee championship of the industry. Three classes participated—lightweight, middleweight and heavyweight—and handsome prizes were distributed to the winners in each division.

The new Colgate-Palmolive-Peet Co. plant at Armourdale, Mo., for the manufacture of soap beads consists of a 137 foot tower on a 24 x 48 foot plot. In the manufacturing process liquid soap and hot air are sprayed into the top of a huge insulated tank in the tower and allowed to fall ten stories into the bottom of the tank. They cool and harden as they drop, and are then forced up to the top of the tower again where the air is removed.

U. S. Sanitary Specialties Corp., Chicago, manufacturers of soaps and other sanitary products, have a brand new front on their office and factory building. A few feet were torn away from the front of the structure, in connection with the city's widening of South Western avenue, necessitating rebuilding of that portion.

Wilson & Bennett Mfg. Co., manufacturers of steel containers, Chicago, are now constructing a new three-story office addition to their factory which will supply conference and display rooms, larger quarters for its art and research departments and more spacious executive offices. The present office space will be taken over by the factory. The factory was expanded by the addition of a three-story addition only a year and a half ago.

## Deupree New P. & G. President

Richard R. Deupree, for some years vice-president and general manager of Procter & Gamble Co., has been elected president to succeed Col. William Cooper Procter, who becomes the executive head of the company as Chairman of the Board, a position created in July, 1929, but unfilled until now. Col.



R. R. DEUPREE



COL. WM. COOPER PROCTER

Procter will continue his active participation in the management of the company. No successor has been chosen for Mr. Deupree as vice-president, but it is assumed that he will continue as general manager.

Col. Procter graduated from Princeton in 1883 and has been connected with the company during the 47 years since then, working up through the factory and succeeding his father as president upon the latter's death in 1907. The profit sharing plan, old age protection, guaranteed employment, employees' conference committee, and other progressive innovations have been instituted under the leadership of Col. Procter.

Mr. Deupree started as a clerk in the treasury department of the firm 25 years ago, and subsequently became salesman, department manager, division sales manager and general sales manager. In 1928, he was made vice-president and general manager of the company, and now becomes president at the age of 45 years, exactly 25 years after first joining the company. He was born in Virginia but spent most of his early life in Covington, Ky., where he was educated. He is a recognized authority on salesmanship and vocational education and has written several works on these subjects.

*Alcohol in the Soap Industry* is the title of an article which appeared in the October issue of *Rossville Alcohol Talks*, published by Rossville Commercial Alcohol Corp., Lawrenceburg, Ind.

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Say you saw it in SOAP!

## Comparative Security Prices

**P**RICES of stocks of soap, chemical insecticide, and allied companies as quoted on the New York Stock Exchange, Curb Exchange, other exchanges and over-the-counter, are given in the following table. This table of prices is compiled monthly for *Soap* by a representative of one of the oldest and best-known brokerage houses in New York.

	High 1930	Low 1930	Oct. 1 1930	Nov. 1 1930
Allied Chem. ....	343	192 <sup>5</sup> / <sub>8</sub>	242	200 <sup>1</sup> / <sub>4</sub>
Amer. Agric. ....	103 <sup>3</sup> / <sub>8</sub>	2	3	2 <sup>7</sup> / <sub>8</sub>
Amer. Cyan. "B" ....	37	10	13 <sup>3</sup> / <sub>4</sub>	11
Armour of Ill. "A" ....	8 <sup>1</sup> / <sub>8</sub>	3 <sup>1</sup> / <sub>2</sub>	4 <sup>1</sup> / <sub>4</sub>	3 <sup>5</sup> / <sub>8</sub>
Bon Ami "A" ....	78	59 <sup>1</sup> / <sub>2</sub>	68	61
Brillo ....	16 <sup>1</sup> / <sub>2</sub>	6 <sup>5</sup> / <sub>8</sub>	7 <sup>1</sup> / <sub>2</sub>	6 <sup>5</sup> / <sub>8</sub>
Colgate, P. P. ....	67 <sup>7</sup> / <sub>8</sub>	49	55 <sup>3</sup> / <sub>4</sub>	50 <sup>1</sup> / <sub>2</sub>
Corn Prod. ....	113 <sup>3</sup> / <sub>8</sub>	74 <sup>1</sup> / <sub>2</sub>	82 <sup>5</sup> / <sub>8</sub>	76 <sup>1</sup> / <sub>2</sub>
Dow, Chem. ....	100	48	63	51
Drug, Inc. ....	87 <sup>3</sup> / <sub>8</sub>	67	78	70 <sup>1</sup> / <sub>8</sub>
Du Pont ....	145 <sup>1</sup> / <sub>4</sub>	88	108	89 <sup>3</sup> / <sub>4</sub>
Glidden ....	38	10 <sup>1</sup> / <sub>8</sub>	14 <sup>3</sup> / <sub>8</sub>	10 <sup>3</sup> / <sub>4</sub>
Gold Dust ....	47 <sup>7</sup> / <sub>8</sub>	31	37 <sup>3</sup> / <sub>4</sub>	33
Gulf Oil ....	166 <sup>7</sup> / <sub>8</sub>	78 <sup>1</sup> / <sub>2</sub>	100 <sup>1</sup> / <sub>8</sub>	80
Heyden ....	23	10	10	13
Intl. Agric. ....	8 <sup>1</sup> / <sub>2</sub>	3 <sup>5</sup> / <sub>8</sub>	3 <sup>7</sup> / <sub>8</sub>	4 <sup>1</sup> / <sub>4</sub>
Lehn & Fink ....	36	21	23 <sup>3</sup> / <sub>4</sub>	26
Mathieson ....	51 <sup>3</sup> / <sub>8</sub>	32 <sup>3</sup> / <sub>8</sub>	37 <sup>3</sup> / <sub>8</sub>	23 <sup>7</sup> / <sub>8</sub>
McKesson & Rob. ....	37 <sup>3</sup> / <sub>8</sub>	10 <sup>5</sup> / <sub>8</sub>	14 <sup>1</sup> / <sub>2</sub>	12 <sup>1</sup> / <sub>2</sub>
Monsanto ....	63 <sup>3</sup> / <sub>4</sub>	23	32 <sup>7</sup> / <sub>8</sub>	25 <sup>3</sup> / <sub>4</sub>
Newport "A" ....	85	45	53	49
Procter & Gamble ....	78 <sup>7</sup> / <sub>8</sub>	52 <sup>5</sup> / <sub>8</sub>	70	66
Shell Union ....	25 <sup>1</sup> / <sub>2</sub>	9 <sup>3</sup> / <sub>4</sub>	11 <sup>1</sup> / <sub>2</sub>	11
Sherwin Williams ....	85	64	76	64
Sinclair ....	32	13	17 <sup>3</sup> / <sub>8</sub>	13 <sup>7</sup> / <sub>8</sub>
Standard Oil of Cal. ....	75	50 <sup>7</sup> / <sub>8</sub>	57 <sup>1</sup> / <sub>2</sub>	51 <sup>1</sup> / <sub>4</sub>
Standard Oil of Ind. ....	59 <sup>7</sup> / <sub>8</sub>	40	45 <sup>5</sup> / <sub>8</sub>	40 <sup>1</sup> / <sub>4</sub>
Standard Oil of N. J. ....	84 <sup>7</sup> / <sub>8</sub>	52	60 <sup>3</sup> / <sub>8</sub>	53 <sup>3</sup> / <sub>4</sub>
Standard Oil of Ohio ....	108 <sup>1</sup> / <sub>2</sub>	52 <sup>7</sup> / <sub>8</sub>	64 <sup>7</sup> / <sub>8</sub>	55
Swift & Co. ....	34 <sup>1</sup> / <sub>2</sub>	28	28 <sup>7</sup> / <sub>8</sub>	55
Union Carb. ....	106 <sup>3</sup> / <sub>8</sub>	59	70 <sup>1</sup> / <sub>8</sub>	28 <sup>1</sup> / <sub>2</sub>
Westvaco ....	59 <sup>1</sup> / <sub>2</sub>	27 <sup>1</sup> / <sub>2</sub>	32 <sup>1</sup> / <sub>4</sub>	27 <sup>1</sup> / <sub>2</sub>
Wilson & Co. ....	73 <sup>4</sup> / <sub>8</sub>	2 <sup>1</sup> / <sub>2</sub>	2 <sup>1</sup> / <sub>2</sub>	2 <sup>3</sup> / <sub>4</sub>

Bon Ami Co. and subsidiaries earned net profit of \$1,044,507 during the nine months ended Sept. 30, equal to \$4.84 a share on the class A shares, and \$2.79 a share on the class B. This compares with profit of \$1,126,414 last year, which equalled \$5.26 on class A and \$3 on class B. For the three months ended Sept. 30 net profit was \$344,040, or \$1.50 on A and 92c on B, as compared with \$1.59 on the A and \$1.04 on the B last year.

Advertisers of soaps and housekeepers supplies spent a total of \$1,100,321 in September, 1930, on national magazine advertising, as compared with \$986,180 spent in September

of last year. The total advertising expenditure of these companies in 1930, to date, has been \$7,799,137, as compared with \$7,115,157 in the same period of 1929.

Net earnings of Mathieson Alkali Works, for the quarter ended September 30 were \$489,828 after all charges and Federal income taxes. This was equal after provision for preferred dividends to 42c a share on the 650,380 shares of common stock outstanding, and compared with net profits of \$609,532, or a share in 1929 on 588,328 shares.

Net profit of \$2,160,260 for the nine month period ending September 30 is reported by Hercules Powder Company. After payment of regular preferred dividends there is available for the period \$2.59 per share on 603,079 no par common shares. Gross receipts were \$20,416,664 as against \$25,612,545 for the first nine months of 1929 when earnings were \$4.41 per common share.

Monsanto Chemical Works, St. Louis, and subsidiaries earned a consolidated net profit of \$173,515, after all charges and taxes, during the 3rd quarter of 1930, equal to 41c a share on the common stock. This brings the nine month earnings up to \$795,912, or \$1.91 a share.

Owens-Illinois Glass Co. and subsidiaries report for the six months ended June 30, 1930, net profit of \$1,871,791 after charges and federal taxes, equivalent after dividend requirements on 6% preferred stock, to \$1.78 a share on 915,531 shares of common stock. This compares with \$2,252,220 or \$2.43 a share on 827,111 common shares in first half of 1929.

Pittsburgh Plate Glass Co. and American Cyanamid Co. recently entered into an arrangement which will involve the erection of a new soda ash and caustic soda plant to supply their joint needs. Pending construction the Columbia chemical division of Pittsburgh Plate Glass Co., Barbarton, Ohio, will supply alkalies for both concerns.

Ungerer & Co., New York, recently issued a new catalog which features several new synthetic aromatics of M. Naef & Co., Geneva, Switzerland. These include Lilantheme, a Lilac type odor, Arofia and Nerolidol, samples of which are now available.



**Difficult...**  
yet always  
accomplished in

## NIAGARA CAUSTIC POTASH

**I**T is a known fact that Caustic Potash is difficult to produce in a pure state. Much more so, in fact, than is the case with Caustic Soda. Yet Niagara Caustic Potash is outstanding in excellence . . . always.

That is to be expected, for Niagara Alkali was the first in this country to manufacture this essential to soap-making. Today, Niagara is the highest grade of Potash obtainable here or abroad.

The many years of close, expert attention we have given to the development of high quality Caustic Potash . . . and Caustic Soda . . . is your assurance of satisfaction.

## NIAGARA ALKALI COMPANY

Associated with Electro Bleaching Gas Co.  
Pioneer Manufacturer of Liquid Chlorine  
9 East 41st St., New York, N. Y.



Say you saw it in SOAP!

## CHICAGO NEWS

THE Chicago Perfumery, Soap and Extract Association deviated from its usual custom of Wednesday semi-monthly noon meetings and held its October 15th meeting in the form of a dinner at 6:15 P.M. at the Elk's Club. This practice will be followed at intervals as it provides many manufacturers in outlying districts, who find it difficult to attend the luncheons, an opportunity to be present and participate in the Association's discussions and transactions. Final preparations have now been made for the Annual Fall Banquet. It will be held on Thursday, December 4th, at the Webster Hotel Ball Room, instead of the Edgewater Beach as previously planned. The change was made in order to provide a more nearly central location and to take advantage of several advantages not heretofore provided. Novel entertainment features have been planned, together with a unique seating arrangement and a special orchestra. The souvenir bags, so popular with the guests in previous years, will be fully as attractive on the coming occasion and a series of special prizes, donated through the courtesy of the essential oil and supply houses who do not manufacture finished products, will be distributed to the holders of luckily numbered tickets. These prizes aggregate in value some two hundred and fifty dollars, and the affair as a whole, with its many new features, will offer its guests a more exciting and pleasurable evening than those of former years, successful though they have been. The committee, consisting of Frank H. Petree, chairman, Donald M. Clark, Harold E. Lancaster, Joseph A. Gaucer, and George Lueders, are planning for a capacity crowd.

At its last October meeting, held at the Midland Club, at noon on Wednesday, the 29th, the Association was presented with the following regular ticket for the election of officers at the Annual Business Meeting, which is the first meeting of December: for president, Harold E. Lancaster, of Marshall Field & Co.; for vice-president, Donald M. Clark, of Franco American Hygienic Co.; for secretary-treasurer, William H. Schutte, of P. R. Dreyer, Inc. As no opposition ticket has yet been presented it is considered that the candidates will be elected unanimously.

The Twenty-Seventh Annual Convention of the National Beauty and Barber Supply Deal-

ers' Association, Inc., was held in Chicago at the Palmer House on October 6th to 10th. One hundred and twenty-eight exhibitors provided a colorful and animated scene during the five afternoons and evenings when the displays were open. Entertainment features were novel and varied. They included a Harvest Get Together Dance, a Carnival, a Surprise Party and the Grand Farewell Banquet. Two committees handled the details of these affairs, the ladies' committee having for its chairman Mrs. A. B. Moler, and the gentlemen's committee, Mr. Bernard De Vry. Notable among the exhibits were those of Davies Young Soap Co., featuring Buckeye Liquid Shampoo; Lockwood Brackett Co., featuring Laco Olive Oil and Laco Castile Soap; Colgate-Palmolive-Pet Co.; and Boncilla Laboratories. Other booths presented an endless variety of products and attractive methods of display.

Executive sessions were held on Monday, Wednesday and Friday and the election took place on Friday, the 10th. President Charles Kahrhoff, of Denver, Col., was elected to succeed himself another year, as was vice-president W. L. Buck, of Oklahoma City. J. Le Roy Wheatley was made second vice-president, and the third vice-presidency went to Max Berliner. Otto Haas was again made treasurer, and Joseph Byrne was held in the post of secretary. The four members appointed to the executive committee are W. L. Scott, Mrs. Gladys Hubbard, John Fernsler, and John Wynkoop.

The National Wholesale Druggists Association held its Chicago Convention at the Edgewater Beach Hotel on October 13th to 17th.

The retiring president, Lee M. Hutchins, was succeeded by James M. Penland, of Southwestern Drug Co., of Dallas, Texas. Other officers elected were: first vice-president, H. G. Billmire, of Chicago; second vice-president, E. H. De Moss, of Louisville, Ky.; third vice-president, W. K. Love, of Nashville, Tenn.; fourth vice-president, W. G. Allen, of Tampa, Fla.; fifth vice-president, P. Hawes, of Spokane, Wash. Members elected to the board of control were: M. R. Sherman, Walter Brunswick, Warner James, and J. Mahlon Buck. The registration of 670 represented sixty per cent of the membership from throughout the country.

Apex Products Co., of Chicago, recently placed on the market a new product known as Steamex, for the relief of colds and nasal troubles when inhaled with hot water or from a vaporizer.



# SAPOFIXIN

We invite you to try our Sapofixins  
in your Soaps as reinforcers.

Sapofixin Eau de Cologne  
Sapofixin Hyacinth  
Sapofixin Lavender  
Sapofixin Lilac  
Sapofixin Lily of the Valley  
Sapofixin Orange  
Sapofixin Pine  
Sapofixin Rose  
Sapofixin Violet



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52-54 CLIFF STREET

Sole Distributors for HEINE & Co., A. G., Leipzig  
in the United States and Canada

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## PERSONAL and IMPERSONAL

E. J. Crabbs, assistant sales manager for James S. Kirk & Sons, Chicago, until the concern was taken over by Procter & Gamble, is now connected with the sales organization of Hewitt Bros. Soap Co., Dayton, O.

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Allen B. Wrisley Co., Chicago, soap and toilet preparation manufacturers, have made extensive increases in their selling force during the past few weeks. The new men, who were formerly associated with James S. Kirk & Sons, include J. W. Terrell, Milwaukee, with Kirk for 40 years, W. O. Ritz, Milwaukee, with Kirk for 10 years, and Edwin Schultz, Minneapolis, for 30 years a member of the Kirk sales organization. Other of the new sales representatives, together with their territories, are B. O. Fitzpatrick, Dayton, O., E. C. Little, Chicago, W. C. Wilson, Evansville, Ind., H. R. Auerback, Los Angeles, Wayne Perkins, Cedar Rapids, Iowa, J. N. Whited, Indianapolis, J. H. Fuehrer, Milwaukee, A. A. Saal, Peoria, Ill., K. K. Jackson, Akron, O., and L. E. Schoenfield, Tampa, Fla. The Wrisley company reports business for 1930 to be materially ahead of last year.

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Mrs. Clementine Newman, wife of Harry Newman, head of Newman Tallow & Soap Machinery Co., Chicago, died of heart failure, Oct. 15, at the age of 64 years. She is survived by Mr. Newman, three sons and one daughter. Two of the sons, Joseph and Irwin, are associated with their father in the Newman business.

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*The Cleaning of Metal* is the title of an eighty-page booklet recently issued by Magnus Chemical Co., Garwood, N. J., manufacturers of cleaning materials. Problems encountered in cleaning all kinds, shapes and sizes of metals are considered, and particular attention is given to the use of Magnus cleaning products in the solution of the various cleaning problems. The book is profusely illustrated with pictures of cleaning machinery, cleaning processes and graphs of the results of cleaning tests.

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Billy B. Van's "Pine Tree Soap", made by Pine Tree Products Co., Newport, N. H., is being displayed in a considerable number of the Liggett chain stores during November. Trial cakes are being distributed to customers, and each store has a consignment of three gross of the soap. Mr. Van reports business 242% ahead of that for this time last year.

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Francis Chilson, plant manager for the Marinello Company, New York, severed his connection with that company on Nov. 1 to enter private consulting work in the cosmetic, soap and allied industries. He specializes in bottling and packaging problems. He has been associated with Marinello for the past four years.

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C. L. Bowman, vice-president of Stanco Laboratories, New York, was recently elected a member of the board of directors of the American Manufacturers of Toilet Articles. He succeeds E. H. Koehler who resigned because of his retirement as vice-president of Vadsco Sales Corp.

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Frank J. Lynch, president of Sun Tube Corp., Hillside, N. J., in an article in a recent issue of *Iron Age* discusses production problems of moderate sized plants, giving special attention to some of the policies followed in his own plant. One of the policies has been a strict standardization of Sun products, coupled with a consistent refusal to manufacture more than a few sizes. Production plans are also unique in that three separate units are maintained to test out various machinery. Eventually the type unit which proves most efficient will be installed throughout the plant.

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Nassour Bros., Inc., Los Angeles, are now marketing "Superfine Castile Soap Flakes", a new packaged soap flake made by "Schuck's Rapid Saponification Process."

---

Klenzit Laboratory, Sacramento, Cal., will introduce shortly a new soap powder in which rice hulls are used as the abrasive ingredient.

# WHEN IT COMES to supplying the soapmaker

with perfume materials, we are in position to furnish  
the highest quality merchandise at interesting prices.

*When Again in the Market for*

**Oil Rosemary Spanish**  
**Oil Thyme Red and White**  
**Oil Lavender Flowers French**  
**Oil Vetivert Bourbon and Java**  
**Oil Geranium Bourbon and African**

*Write Us for Prices.*

*All Products of*

**Bertrand Freres, S. A.**

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*Sole Representative U. S. and Canada*

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*Agent for*

**PAOLO VILARDI**  
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Essential Oils

**H. RAAB & CO.**  
Roermond, Holland  
Artificial Musks

**VANILLIN FABRIK**  
Hamburg, Germany  
Aromatic Chemicals

Say you saw it in SOAP!

### Sidney M. Colgate Dead at 68

Sidney M. Colgate, chairman of the board of Colgate-Palmolive-Peet Co., died suddenly, Nov. 10, at his home in Orange, N. J. from an illness from which it was believed he had recovered. Mr. Colgate had long been one of the outstanding figures in the American soap industry, having been head of Colgate & Co. prior to their merger with Palmolive-Peet Co. In addition to many other organization activities, he had been president of the American Soap & Glycerine Producers, Inc., since its organization in 1926.

Sidney M. Colgate was born in Orange, N. J., Sept. 11, 1862, the son of Samuel and Elisabeth Ann (Morse) Colgate. His grandfather was William Colgate, founder of the Colgate firm. Upon his graduation from Yale, in 1885, Mr. Colgate became associated with the family soap business. In 1928 he reached the presidency, having risen from a minor position and having progressed through practically all stages of the organization.

He is survived by his wife, S. Bayard Colgate, his son, and two daughters, Mrs. Howard C. Taylor, Jr., and Mrs. Edward P. E. Eagen, both of New York. Up to the time of going to press the funeral arrangements had not been made.



Sidney M. Colgate

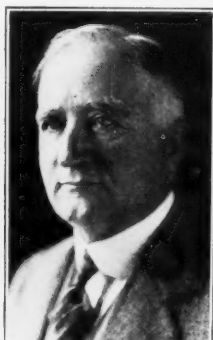
DuBois Soap Co., Cincinnati, has started building a four story addition to the plant, and are also building a two story building to house a new soap powder spray tower system. T. V. DuBois, president of the company, reports that business is good and that 1930 has been an extremely good year for the company.

G. Lee Camp has been elected vice-president of Monsanto Chemical Works, St. Louis, in charge of sales. He fills the vacancy created by the resignation of John W. Boyer, November 1.

Ungerer & Co., New York, essential oils, have recently appointed Walter S. Goff as assistant to Harry J. Ahles, manager of their Chicago office. Mr. Goff has served in a similar capacity with another firm recently, and prior to that time spent five years in the manufacturing drug trade in New York.

### Dr. H. H. Dow Dies at Mayo Clinic

The sudden death of Dr. Herbert H. Dow on October 15, following an operation at the Mayo Clinic, Rochester, Minn., came as an unexpected shock to all who had known him as president of Dow Chemical Co., Midland, Mich., the concern which he founded thirty-three years ago. Dr. Dow had been under observation for a period of several weeks, and following an exploratory operation which disclosed a portal obstruction at the liver, he was considered to be on the road to recovery up until his sudden relapse. He was buried



Herbert H. Dow.

in Midland, Mich., on October 18. Dr. Dow was born at Belleville, Ont., Feb. 26, 1866. He studied and later taught chemistry at Case School of Applied Science, Cleveland, and it was while there that he became interested in the Michigan brines which serve as the starting point for the extensive line of Dow chemicals. Several concerns were organized by Dr. Dow before the eventual success of the concern which now bears his name. It will be recalled that last January 10th the Perkin medal for 1930 was awarded to Dr. Dow at the Chemists' Club, New York. He held over 100 patents for chemical processes which he developed, and was considered one of the outstanding chemical engineers in the United States. He is survived by his widow, two sons, two daughters and a sister.

Solutionizer Co., 1600 E. 53rd St., Chicago, manufacturers of a device for barrelled auto soap which may be regulated to automatically produce a soap solution of any desired consistency, are now prepared to place their equipment on the market in quantity. Reports indicate the company is also working on other specialty equipment which will also be of considerable interest to soap manufacturers.

A. E. Staley Mfg. Co., Decatur, Ill., producers of vegetable oils, have just completed moving into a new eight story office building which was designed in accordance with plans followed in building the finest of new skyscrapers in larger cities. The interior design and furnishings are just as impressive as the outside.

*This  
Trademark*



*on  
every carton*

# DARCO DECOLORIZING CARBON

*for*

**Your Purification and Color Removal Problems!**

**Its superior adsorptive power, ease of filtration  
and high density leave nothing to be desired in  
attaining**

***A QUALITY PRODUCT AT MINIMUM COST.***

***Try it and be convinced!***

**A Sample Will Be Sent on Request.**

## DARCO SALES CORPORATION

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**Say you saw it in SOAP!**

# SOAP CHEMISTS' SECTION

(Official Publication, SOAP SECTION, American Oil Chemists' Society)

## Soap Section Committees

**A**RCHIBALD CAMPBELL, Vice President of the American Oil Chemists' Society and Chairman of the Soap Section, announces the completed personnel of the Soap Section Committees of the Society as follows:

### *Glycerine Analysis Committee*

**C**HAS J. GUNDEL, *Fels & Co., Philadelphia*; C. A. Woodbury, *E. I. duPont de Nemours & Co., Wilmington*; Ralph W. Bailey, *Stillwell & Gladding, New York*; L. F. Hoyt, *Larkin Co., Buffalo*; A. K. Church, *Lever Bros. Co., Cambridge*; James W. Laurie, *A. O. Smith Corp., Milwaukee*; V. K. Cassady, *Palmolive Co., Milwaukee*; W. J. Reese, *Colgate-Palmolive-Peet Co., Kansas City*; Wm. A. Peterson, *Kirkham & Son, Brooklyn*; M. L. Sheely, *Armour & Co., Chicago*; John Ornielt, *LaFrance Mfg. Co., Philadelphia*; H. C. Bennett, *Los Angeles Soap Co., Los Angeles*; J. T. R. Andrews, *Procter & Gamble Co., Cincinnati*, CHAIRMAN.

### *Soap Analysis Committee*

**W.** D. RICHARDSON, *Swift & Co., Chicago*; C. P. Long, *Procter & Gamble Co., Cincinnati*; A. K. Church, *Lever Bros. Co., Cambridge*; M. L. Sheely, *Armour & Co., Chicago*; Wm. A. Peterson, *Kirkman & Son, Brooklyn*; H. H. Trevithick, *New York Produce Exchange, New York*, CHAIRMAN.

### *Detergents Committee*

**L.** T. HOWELLS, *Coxes Detergent Co., Cleveland*; W. D. Appel, *Bureau of Standards, Los Angeles*; W. H. Burkhart, *Gold Dust Corporation, Baltimore*; A. K. Church, *Lever Bros. Co., Cambridge*; L. F. Hoyt, *Larkin Co., Buffalo*; E. B. Millard, *Mass. Institute of Technology, Cambridge*; H. S. Mitchell, *Swift & Co., Chicago*; C. J. Post, *National Oil Products Co., Harrison*; W. C. Preston, *Procter & Gamble Co., Ivorydale*; F. H. Rhodes, *Cornell University, Ithaca*; M. L. Sheely, *Armour & Co., Chicago*; F. W. Smither, *Bureau of Standards, Washington*; Foster D. Snell, *Brooklyn*; P. H. Walker, *Bureau of Standards, Washington*; W. R. Stryker, *Southport Mills, Ltd., New Orleans*; James G. Vail, *Philadelphia Quartz Co., Philadelphia*, CHAIRMAN.

The following report of the Glycerin Analysis Committee was delivered before the Soap Section of the American Oil Chemists' Society at the Chicago meeting held November 13-14:

The report of the Soap Section at New Orleans last May directed attention to the fact that the accepted analysis of the A. O. C. S. Standard Crude Glycerin accounts for only about 98.5% with 1.5% unaccounted for. The analyses used to make up this total were those for true glycerol content by the acetin method, organic residue, ash and moisture. This discrepancy was confirmed in the laboratory of Mr. A. K. Church by an analysis of a sample of Standard C. P. Glycerin certified to by the British Executive Committee in which the acetin result was about 1.5% lower than the apparent glycerin content by the specific gravity of bichromate methods. In view of the excellent agreement between cooperative analyses by the acetin method, these discrepancies are very disturbing.

While the problem is chiefly of an academic nature, a letter of inquiry sent out by your chairman evoked a surprisingly large number of replies indicating not only a keen interest but a willingness to work. It was felt that any further cooperative work should take the form of analyses by the bichromate, acetin and specific gravity methods on several commercial distilled glycerins of C. P. or U.S.P. grade and, if possible, on a few highly purified glycerols. A number of laboratories have volunteered to determine moisture on these cooperative samples but, as was expected, few care to undertake the task of preparing a highly purified glycerol. One such attempt has been made, however, and a set of four samples is ready for distribution to fourteen laboratories which have agreed to work along the lines outlined above. We are also in correspondence with the British Executive Committee, from which we hope to obtain sufficient Standard C. P. Glycerin for our use as a cooperative samples to be distributed later.

The committee will be very grateful for any suggestions or advice which will aid in the solution of the problem before us.

J. T. R. ANDREWS,  
Chairman.

# Soap Perfume Oils

*Produced by*

## ROURE-BERTRAND FILS

LARAGNE (FRANCE) GRASSE BOUFARIK (ALGERIA)

Geranium African

Geranium Bourbon

Lavender Fleurs

Vetivert Bourbon

Petit Grain, South American

Ylang Ylang Bourbon

Ylang Ylang Nossi Be

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As sole agents, in the U. S. and Canada, for Roure-Bertrand Fils, long a primary source of supply for these highly important Soap Perfume Oils, we invite comparison of these oils with those you are now using.

### GEORGE SILVER IMPORT CO.

461-463 FOURTH AVENUE  
NEW YORK CITY

Say you saw it in SOAP!



## ON PRODUCTS AND PROCESSES

The correct determination of free alkali in sodium soaps is of considerable interest to soap manufacturers, because it is generally admitted that a small amount of free alkalinity is an essential condition for durability of the soap. The amount required is usually not more than a few hundredths percent. One difficulty in the determination of the free alkali in toilet soaps is due to the fact that, during drying of the soap in contact with air, some of the caustic alkalinity is always converted into carbonate and bicarbonate. Since both of these salts are not insoluble in hot absolute alcohol and give a slight pinkish color with phenolphthalein, their presence should be considered in making determinations of the free alkali. *Olii e Grassi*, No. 1, 1930.

A study of the chemical equilibrium during fat splitting and fat saponification, applying the mass  $K = (G)(S)^3/(F)(W)^4$ , in which G is glycerol, S fatty acids or soap, F is fat and W is water or caustic soda, shows that the highest degree of splitting, after equilibrium is reached, depends upon the temperature and composition of the fat and not upon the type of process employed. It also shows that under the same conditions of reaction, the percentage of splitting is greater, the greater the original amount of water present. The constant K in relation to temperature is found from the formula  $\log K = (q/4.573T) + c$ , where q is heat of reaction, T is absolute temperature, c is a constant, and 4.573 is the product of the gas constant and the conversion factor of natural logarithms into ordinary logarithms. *Allg. m. Ol-Fettztg.* 27,114-5 (1930). *Chem. Abstr.* 24,494-6 (1930).

Experiments in the selective solution of soap were made upon a milled soap made from 75% tallow, 15% coconut oil and 10% fatty acids. The soap was kept in distilled water at varied temperatures and for different periods. The dissolved soaps were decomposed with hydrochloric acid and the resultant fatty acids were compared with the mixed acids of the original soap. It was noted that the saponification values of the fatty acids of the dissolved soap decreased with rise of the dissolving temperature, while the iodine numbers increase. Prolonged immersion of

the soap in water at low temperature tends to give fatty acids similar to those obtained at higher temperatures. *J. Soc. Chem. Ind. Jap.* (Suppl. Bind.) 33,244-5 (1930).

A soap in flake or powder form, containing a petroleum by-product and glycerol, forms a base for carrying sodium peroxide in a patented cleaning compound. The sodium peroxide is said to combine with the soap diluted with water, there being approximately six parts water, three parts soap and one-sixteenth part sodium peroxide. To this mixture are added one-quarter part of citron oil and a small amount of beet juice as a coloring agent. *Can. Pat. No.* 303,074.

In the British Government Department Specification No. T. G. 23, issued by the Technical Co-ordinating Committee on General Stores (price 2d. net), many stipulations are made regarding the presence of rosin in soaps. In yellow soaps and carbolie soaps, the resin acids shall not exceed 22% of the total fatty and resin acids. In toilet soaps the resin acids shall not exceed 2% of the total acids. Methods of sampling and for the estimation of total fatty acids, free alkali, rosin and phenol are described in detail.

For the determination of the detergent properties of a number of commercial soaps the interfacial tension between benzine and 0.2% solutions of the soap was determined. The commercial soaps ranged from a fatty acid content of 46.7% to 75% and free alkali content of 0.02% to 0.21%. The determinations were made at 45° and 60°C. The highest relative interfacial tension, (4.34) (i.e. lowest interfacial tension), was shown by the neutral soaps with a 75% fatty acid content, while the alkaline soaps (0.21% free alkali) with a 46.7% fatty acid content gave the lowest value (3.40). By expressing these figures on the basis of the fatty acid content (i.e. chemically pure soap) the reverse relations are obtained. *Maslob.-Zhiron. Delo* 1929, No. 2, 20-5.

A patented degreasing oil contains tetralin 15 parts, turpentine 10 parts, pine oil 5 parts and a vegetable oil treated with sulfuric acid, 70 parts. *Fr. Pat. No.* 674,816.



# *Tight-seal Wrapping*

## with moisture-proof Cellophane

Now you can have *all* the sales advantages of a completely transparent wrapping, *plus* the air-tight, moisture-proof protection formerly obtainable only with waxed paper.

The Package Machinery Company, backed by wide experience in working with Cellophane, can now supply machines to wrap moisture-proof Cellophane as air-tight as waxed paper.

Moisture-proof Cellophane, being perfectly transparent, gives much more effective display to the package or product than waxed paper. Its glistening surface does not become clouded with dust as the surface

of waxed paper does—goods wrapped in it are always fresh in appearance; never shop-worn.

Tests show that Moisture-proof Cellophane, wrapped by the Tight-seal method, helps to retain fragrance more effectively than either waxed paper, or foil—an advantage for such products as perfumed toilet soaps, face powders, talcum powder, etc., for example.

### *Send us your product*

We will return it to you, sealed in moisture-proof Cellophane, with complete information regarding the machinery to do the work.

### PACKAGE MACHINERY COMPANY

Springfield, Massachusetts

NEW YORK

CHICAGO

LOS ANGELES

London: Baker Perkins, Ltd.



## PACKAGE MACHINERY COMPANY

Over 150 Million Packages per day are wrapped on our Machines.

Say you saw it in SOAP!

## CONTRACTS AWARDED

Pioneer Soap Co., 400 15th St., San Francisco, was recently awarded the contract for 11,400 lbs. of saddle soap in wood cases for Fort Mason quartermaster at a price of 5.91c. Also awarded like amount in iron strapped cases at 5.94c.

Armour & Co. was recently awarded the contract for 8,676 cans scouring powder for Brooklyn army quartermaster at 2.7c. John Opitz, Inc., awarded 24 cans roach paste at \$2 dozen. Stevens Soap Corp. awarded 156 packages washing powder at 12c. Windsor Soap Co. awarded 400 cakes white floating soap at 5c.

George E. Marsh Co. was awarded the contract for 300,000 lbs. laundry soap for Brooklyn army quartermaster at 3.74c. Colgate-Palmolive-Peet Co. awarded 144,000 cakes hand toilet soap at 9.25c and 2c. General Soap Co. awarded 36,000 cakes white floating soap at 2.67c, also 32,360 cakes at 2.65c; Swift & Co. awarded 100 lbs. washing powder at 3.73c. Unity Sanitary Supply Co. awarded 60 packages washing powder at 8c. James Good, Inc., awarded 12 cans exterminator at 44c; 12 cans sodium fluoride at 24c. John Opitz, Inc., awarded 24 lbs. roach powder at \$1. Engelite Products Co. awarded 100 lbs. cleaning powder 10c.

John C. Wiarda & Co., New York, was low bidder on 60,000 lbs. of soda ash for Washington bureau of engraving and printing, with a quotation of \$1.29 per cwt.

James Good, Inc., Philadelphia, was recently awarded the contract for 1,200 lbs. automobile soap for U. S. Marine Corps, Philadelphia, at 7.4c.

General Soap Co. was recently awarded the contract for 10,000 lbs. of soap chips for Fort Mason medical department at 6.23c.

Peaslee-Gaulbert Corp., San Antonio, was recently awarded the contract for 3,000 lbs. caustic soda for Fort Sam Houston quartermaster at 4.4c. Hooker Electrochemical Co., New York, awarded 2,000 lbs. chloride of lime

at 4.085c. United Chemical Co., Dallas, awarded 200 lbs. decolorizing compound at 16c.

J. T. Robertson Co. awarded 200,000 lbs. powdered soap for Chicago Army quartermaster at 7.63c. Procter & Gamble Distributing Co. awarded 400 lbs. washing powder at 3.41c.

Armour & Co. was awarded the contract for 250 lbs. of soft soap for Brooklyn army quartermaster at 6.61c, in a recent bidding. Unity Sanitary Supply Co. awarded 1,500 lbs. salt water soap at 12c. Grasselli Chemical Co. awarded 1,500 lbs. sal soda at 1.55c. John Opitz, Inc., awarded 36 cans roach paste at \$2 dozen. Lehn & Fink, Inc., awarded 96 pts. Lysol at 64c. Oakite Products, Inc., awarded 50,000 lbs. oakite laundry compound at 9c. Sterling Products Co. awarded 5,000 lbs. laundry soap at 30c.

Procter & Gamble Distributing Co., Chicago, was recently awarded a quantity of Kirk olive toilet soap for Fort Sam Houston quartermaster at 4.2c. Be Vier & Co., New York, awarded quantity of Ivory soap at 6.75c.; quantity of Cuticura toilet soap at 21c.; quantity of Ivory toilet soap at 20c. Colgate-Palmolive-Peet Co., Chicago, awarded quantity of Colgate's shaving soap at 20c.; quantity of Palmolive shaving soap at 20c.; quantity of Palmolive toilet soap at 6.25c.; quantity of Colgate's tooth paste at 15.8c. Lehn & Fink, Inc., Bloomfield, N. J., awarded quantity of Pebecco tooth paste at 30c.

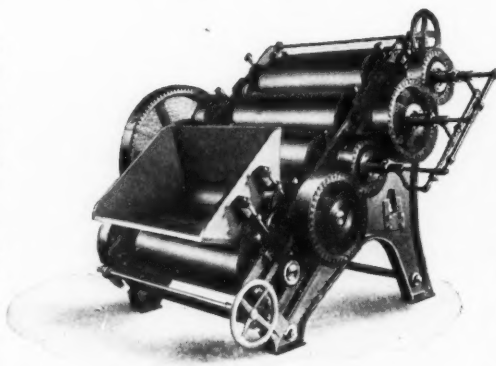
The Public Service Commission has approved new freight rates of the New York Central (East) on caustic soda in tank cars, carload, from Solvay and Syracuse to Canastota, Greenway, Oneida and Verona, 8.5c, reduction 1c per hundredweight. Effective November 9, 1930.

Acme Oil Corporation, dealers in fats and oils, recently moved its general offices from 800 North Clark Street to a new office building at 4650 West Iowa Street.

# HOUCHIN

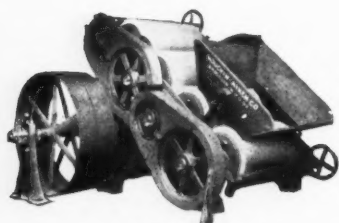
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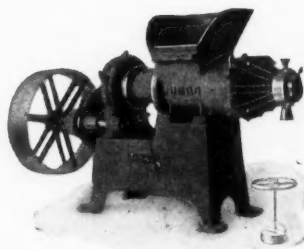
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are considered the BEST OBTAINABLE—MACHINED INSIDE AND OUTSIDE. Mills are made with extra large shafts, bronze bushed oil tight bearings, heavy cut cast iron gears with herringbone driving gear and pinion.



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NEW JERSEY

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## RECORD OF TRADE-MARKS

The following trademarks were published in the October issues of the *Official Gazette* of the United States Patent Office in compliance with Section 6 of the Act of September 20, 1905, as amended March 2, 1907. Notice of opposition must be filed within thirty days of publication. As provided by Section 14, fee of ten dollars must accompany each notice of opposition.

### Trade Marks Filed

**Dowlene**—This in broken letters describing cleaning composition. Filed by Dow Chemical Co., Midland, Mich., July 30, 1928. Claims use since 1920.

**Dix**—This in solid letters describing waterless cleanser. Filed by Dix Products Co., Cincinnati, Aug. 9, 1929. Claims use since Jan. 23, 1929.

**Speedex**—This in solid letters describing shaving cream and soap. Filed by Iliff Jones Co., Pittsburgh, July 23, 1930. Claims use since July 21, 1930.

**I. D. A.**—This in solid letters describing polish and shaving cream. Filed by Independent Druggists' Alliance Distributing Co., Chicago, July 28, 1930. Claims use since July 3, 1930.

**Go Ring**—This in solid letters in circle describing dry-cleaning fluid. Filed by No-Ring Corp., New York, Aug. 6, 1930. Claims use since on or about July, 1930.

**Jonco**—This in solid letters describing washing tablets. Filed by Tyson & Co., Paris, Tenn., Aug. 20, 1930. Claims use since Jan. 2, 1930.

**Oliated**—This in solid letters describing shampoo preparation. Filed by D. Watson & Co., New York, July 28, 1930. Claims use since Feb. 20, 1930.

**Deodosept**—This in solid letters describing antiseptics and disinfectants. Filed by G. R. Powell Chemical Co., Cleveland, Aug. 9, 1930. Claims use since May 20, 1930.

**Black Diamond**—This in shaded letters describing stove polish. Filed by Black Diamond Products Co., Troy, N. Y., May 21, 1930. Claims use since May, 1906.

**Violet**—This in script describing disinfectant. Filed by Violet Disinfectant Co.,

New York, May 31, 1930. Claims use since Apr. 30, 1930.

**Javex**—This in solid letters describing liquid cleaner and disinfectant. Filed by Wilbert Products Co., New York, May 31, 1930. Claims use since June 7, 1919.

**Babbitt's**—This in solid letters on colored carton, describing water softener. Filed by B. T. Babbitt, Inc., New York, July 10, 1930. Claims use since May 20, 1930.

**Boll Weevil Kick and Fall**—This in solid letters describing insecticide. Filed by Wells & Jordan, Newport News, Va., July 23, 1930. Claims use since Nov. 22, 1922.

**ing germicide**. Filed by Chlorine Chemical

**Daykinte**—This in solid letters describing Corp., New York, Aug. 1, 1930. Claims use since Oct. 1, 1929.

**Oradd**—This in solid letters describing disinfectant. Filed by G. R. Powell Chemical Co., Cleveland, Aug. 9, 1930. Claims use since May 20, 1930.

**V-K**—This in solid letters describing insecticide. Filed by United Chemical Co., Kansas City, Aug. 23, 1930. Claims use since July, 1913.

**Finishine Polish**—This in solid letters describing auto and furniture polish. Filed by Finishine Laboratories, Syracuse, N. Y., Aug. 9, 1930. Claims use since May 19, 1930.

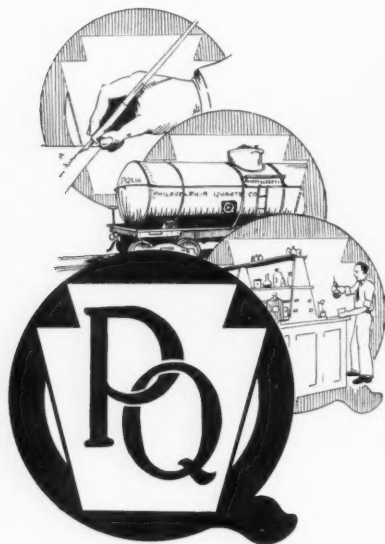
**Chiberta**—This in solid letters describing toilet soaps and shaving cream. Filed by Houbigant, Inc., New York, Sept. 6, 1930. Claims use since May 16, 1930.

**X's**—This in solid letters describing cleansing and deodorizing powder. Filed by X-Tex Co., Los Angeles, Nov. 22, 1929. Claims use since Sept 1, 1927.

**Aikin's Bug Dust**—This in solid letters describing insect powder. Filed by Aikin Mfg. Co., Decatur, Ill., Mar. 31, 1930. Claims use since Apr. 1, 1928.

**Per-Borine**—This in solid letters describing tooth powder. Filed by Per-Borine Chemical Co., St. Louis, Aug. 19, 1930. Claims use since Dec. 15, 1929.

**Nox Spots**—This in solid letters describing liquid soap soluble in gasoline. Filed by American Disinfecting Co., Sedalia, Mo., July 16, 1930. Claims use since July 1, 1930.



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Chicago Office: 205 W. Wacker Drive

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# FREE FLOWING



**Ladies' Marvel**—This in solid letters describing stove polish. Filed by Fred Leveille, North Uxbridge, Mass., Aug. 15, 1930. Claims use since July, 1929.

**Trimore**—This in script describing shaving cream. Filed by Samuel Tinsky, New York, Aug. 23, 1930. Claims use since Aug. 20, 1930.

**Pooler's Cow Comfort Fly Spray**—This in solid letters describing fly spray and disinfectant. Filed by Mearl J. Pooler, Rodman, N. Y., Aug. 13, 1930. Claims use since June, 1929.

**Ridmice**—This in solid letters describing rodent exterminator. Filed by Hicks Laboratories, Inc., New York, Aug. 22, 1930. Claims use since July 29, 1930.

**Moth Buds**—This in outline letters describing moth repellant. Filed by Wenatchee Rex Spray Co., Wenatchee, Wash., Aug. 23, 1930. Claims use since June 27, 1930.

### Trade Marks Granted

**275,952.** Shoe Polish. Leoncio Matos, New York. Filed May 31, 1930. Serial No. 301,972. Published July 22, 1930. Class 4.

**275,953** Shaving Cream. William A. Webster Co., Memphis. Filed May 31, 1930. Serial No. 302,102. Published July 22, 1930. Class 4.

**275,967.** Antiseptic Solution. Lozenges, and Tooth Paste. Sharp & Dohme, Inc., Baltimore. Filed May 20, 1930. Serial No. 300,888. Published July 22, 1930. Class 6.

**275,970.** Hair Shampoo. L. M. Bock, Portland, Ore. Filed May 5, 1930. Serial No. 300,044. Published July 15, 1930. Class 6.

**276,001.** Wax Compound for Laundry Purposes. H. Kohnstamm & Co., New York. Filed May 1, 1930. Serial No. 299,781. Published July 15, 1930. Class 6.

**276,025.** Bath Salts. Soselle Laboratories, Kansas City. Filed May 29, 1930. Serial No. 301,583. Published July 22, 1930. Class 6.

**276,027.** Shampoos. Aladdin Laboratories, Inc., Minneapolis. Filed May 27, 1930. Serial No. 301,328. Published July 15, 1930. Class 6.

**276,029.** Bleaching Fluid. Italian Cleanser Co., Detroit. Filed May 26, 1930. Serial No. 301,244. Published July 22, 1930. Class 6.

**276,030.** Spray Gun. O-Cedar Corp'n, Chicago. Filed June 11, 1930. Serial No. 302,328. Published July 22, 1930. Class 23.

## New Patents

*Conducted by*

**Lancaster, Allwine & Rommel**

*Registered Attorneys*

PATENT AND TRADEMARK CAUSES

402 Ouray Building, Washington, D. C.

Complete copies of any patents or trademark registrations reported below may be obtained by sending 25c for each copy desired to Lancaster, Allwine and Rommel. Any inquiries relating to Patent or Trademark Law will also be freely answered by these attorneys.

**No. 1,774,665,** Cleaning and Polishing Compound, Patented September 2, 1930 by George Owens Pierce of Rawlins, Wyoming. A compound of the class described consisting of a colloidal suspension of wilkinitite in water substantially  $14\frac{1}{2}$  fluid ounces, and a thickening and lubricating agent of one of a series including wax and paraffin  $1\frac{1}{2}$  fluid ounces in solution.

**No. 1,774,872,** Detergent and Process of Producing the Same, Patented September 2, 1930 by Alfred H. Cowles of Sewaren, N. J., assignor to the Electric Smelting & Aluminum Company, Cleveland, Ohio. The process of manufacturing a freely water soluble detergent in an anhydrous condition which consists in forming a mixture of more than three quarters of one molecular weight proportion of alkali metal carbonate to one molecular weight proportion of silica and a chemically equivalent quantity of alkali metal chloride to form iron and aluminum chlorides from iron and aluminum compounds as impurities in the raw materials, heating this mixture to fusion and reaction, running the fused product from the furnace, cooling, solidifying and then comminuting to a degree of fineness so that it will all pass thru a ten mesh sieve.

**No. 1,775,040,** Cleanser, Patented September 2, 1930 by Annette R. Jennings of Brookline, Massachusetts, assignor to Annette's perfect Cleanser Co., Boston, Mass., A dry cleansing composition for fabrics, consisting essentially of a talc-like powder with eucalyptus oil distributed therethru.

**No. 1,776,862,** Compound for Use as Insecticides, Ovicides, and Antiparasitics, Patented September 30, 1930 by Frank Floyd Lindstaedt of Oakland, California as a new composition of matter, a compound of a volatile alkaloidal derivative of tobacco with a protein.



**ESSENTIAL OILS  
SYNTHETIC AROMATICS  
COMPOUNDED PERFUME BASES**  
For the Soap and Insecticide Industries

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## Market Report on ESSENTIAL OILS AND AROMATICS

(As of November 7, 1930)

**N**EW YORK—In contrast to some of the other markets which have shown unmistakable signs of strength during the recently concluded period, the market for essential oils and aromatic chemicals continued its previous downward trend, breaking through to new low levels for a number of oils. Demand was very quiet in spite of the remarkably low level of prices now prevailing for most of the essential oil list. The Messina essences were particularly weak toward the close of the period, as foreign producers offered to contract for future shipments at concessions from prevailing prices which were thereby weakened. Spearmint and peppermint oils were also very weak on lack of demand. Lavender oil was freely offered at reduced quotations on the continued favorable crop reports.

### OIL ANISE

Quotations on anise oil continued to decline on spot, although the lower priced contract shipments have not as yet reached this market.

Nevertheless the fact that they are on the way has served to weaken spot quotations which have dropped below previous abnormally high levels.

### OIL BERGAMOT

Bergamot oil, in company with the rest of the Messina essences, was offered at reduced contract rates by Italian producers during the recent period, with the result that the spot market price also had to be revised downward.

### OIL CITRONELLA

This market was in firmer condition than was the case for many of the other oils. At least no reductions were noted, and the strength of last period was maintained fairly well.

### OIL LAVENDER

With a fairly good crop of oil the producers were not averse to offering reductions in quotations on lavender oil contracts.

### OIL PEPPERMINT

A new low price for peppermint oil was registered during the last week of the recent

*now ready—*

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period, in the primary market. This resulted in no great increase in demand, as users are believed to be well supplied.

George Lueders & Co., New York, manufacturers, importers and exporters of essential oils and aromatic chemicals, announce that Arthur G. Fox is in full charge of their Chicago branch office. Mr. Fox is well known throughout the essential oil trade, having formerly been connected with Fox & Clarke.

A son, Henry Pfaltz, was born to Mr. and Mrs. A. L. van Ameringen on October 19. Both the child and mother are reported to be doing well. A. L. van Ameringen is head of van Ameringen-Haebler, Inc., New York, essential oils and aromatic chemicals.

Eugene Kohn is now expanding the operations of the Chemical Compounding Corp. at 262 Huron St., Brooklyn, specializing in the manufacture of coal-tar and pine disinfectants and insecticides for the trade. Mr. Kohn has been closely connected with the disinfectant industry for the past fifteen years being formerly with the Sanitas Company and the U. S. Sanitary Specialties Co. The company began operations in January, 1929, and has expanded considerably since its beginning.

## Willard Dow to Head Dow Chemical

The board of directors of Dow Chemical Co. Midland, Mich., cast a unanimous vote for the election of Willard H. Dow as president and general manager of Dow Chemical Co., at a



special meeting held in Midland, October 20. These positions were filled by his father, Herbert H. Dow, before his death which occurred on October 15. Willard Dow comes to the head of the company founded by his father at the age of 33 year, 11 of which have been spent in intensive preparation for the duties he will take over. After graduating from High School

in 1914 he spent a year in the Dow plant before continuing his study of chemistry at University of Michigan. After graduating with the degree of B. Sc. in Chemistry he spent seven more years in various departments of the company until his election as assistant general manager in January, 1926.

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## Market Report on SOAP AND DISINFECTANT CHEMICALS

(As of November 6, 1930)

**N**EW YORK—The market for soap and disinfectant chemicals showed much steadier tendencies during the period just concluded. Prices were firm in almost all items, with no signs of further weakening. Buyers were disposed to buy more freely, and the general tone of sellers was more optimistic. The 1931 contract price schedule for caustic soda and soda ash made its appearance on November 5, showing no deviation from the 1930 level of prices. Glycerin demand picked up during the period due to an increase in the anti-freeze demand as a result of colder weather. The coaltar products market was in steady position with some showing of firmness. The rosins were also in stronger position, and moderate price gains were made during the period. The pyrethrum situation was not changed substantially by the incoming of the

new crop, the previous level of prices being adhered to.

### ALKALIS

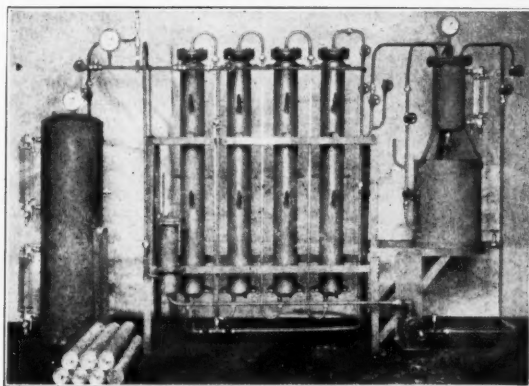
After a delay of several weeks one of the leading producers of caustic soda and soda ash made public its schedule of contract prices for 1931 on November 5, these showing no change from the 1930 schedule. While this adherence to 1930 price was by no means unexpected, still it put an end to rumors that prices might be reduced for 1931. These had been current recently, and had resulted in a shading of spot prices by sellers who thought they might be able to secure stocks in 1931 at reduced levels.

### GLYCERIN

While there was no change in the quotations on the various grades of glycerin during the recent period, there was an increasing demand felt from the anti-freeze trade which firmed up the market considerably. The withdrawals

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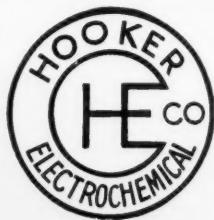
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# HOOKER CHEMICALS

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for anti-freeze purposes, however, have not as yet been as heavy as producers hoped they might be.

#### COALTAR PRODUCTS

The market for coaltar products was in fairly firm position following the weakness of last period when a reduction in the new contract schedule for naphthalene by one concern forced similar reductions by other producers. There is still considerable competition on this item, and even further shading of quotations may materialize.

#### INSECT FLOWER

Little is known of the size of the current pyrethrum crop, and its entrance into the market here has not exerted any considerable effect on prices. A good grade of insect flowers can still be obtained at prices ranging from 23c to 25c lb.

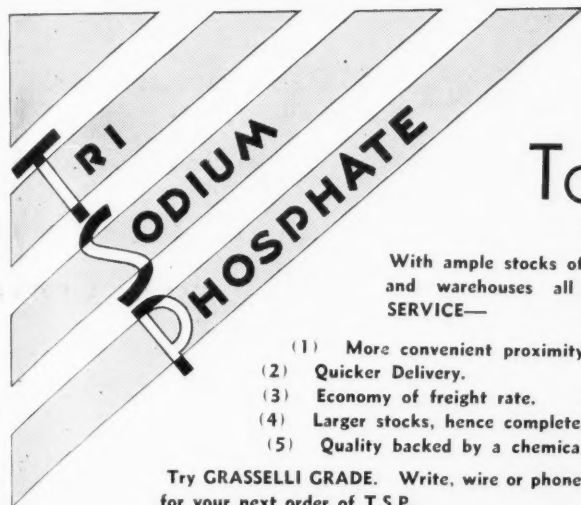
#### NAVAL STORES

The rosin price schedule moved upward during the recent period, with the lighter grades of gum rosin showing the largest gains and the dark grades priced slightly higher. Wood rosin prices did not advance. Receipts are falling off now as is usual at this time of the year,

this probably being accountable for some of the upward movement. There has, however, been an increase in demand for moderate quantities of rosin, and the situation is considerably improved from the position of a few months ago when record lows were set each month.

Through a hook-up with automobile clubs throughout the country, the Glycerine Producers Association is urging dealers handling standard glycerine anti-freeze to register their names and addresses at headquarters of the Association so that members who require anti-freeze service may be referred to them. The clubs affiliated with the American Automobile clubs have been supplied with booklets, charts and suggestions for winter protection which are being supplied to members.

A bill providing that every citizen between the ages of ten and sixty must bathe at regular stipulated intervals has recently been introduced in Poland. Sick persons and those who possess their own bathrooms are excused. The scheme includes plans for the issuance of bath cards which are to be stamped by officials when the bath is taken.



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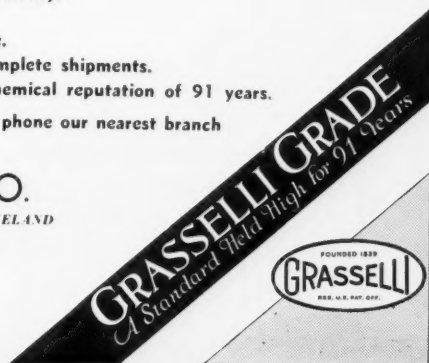
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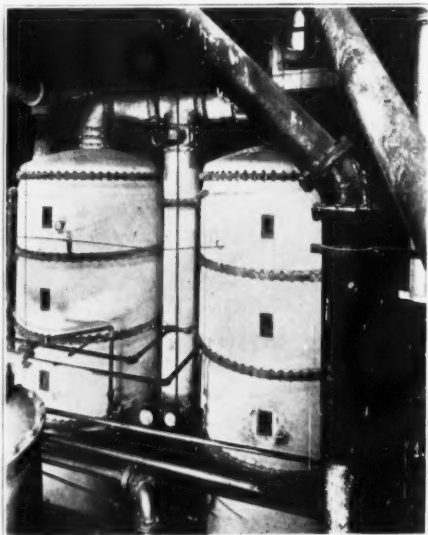
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## Market Report on TALLOW, GREASES AND OILS

(As of November 7, 1930)

**N**EW YORK—The general trend of the market for oils, fats and greases exhibited an aspect which has come to be regarded as unusual during the past year, moving upward on a wide front. Very few items on the list failed to change, and almost every change, although small in size, was toward a higher level. Coconut oil showed a better inquiry, and this, coupled with lighter offerings, resulted in fractional advances. Corn oil was also firmer as a result of the same combination of causes. Lard and tallow showed little change from the previous period, but palm and palm kernel oils moved upward. Olive oil which showed considerable strength two months ago on the report of a subnormal crop, has since tapered off, and is now back almost at previous levels. The large carryover from last year's crop makes it certain that there will be no shortage.

### COCONUT OIL

Copra quotations which declined to a low of 2.90c lb. at one point during last period was in a little firmer position at the close of the recent period, standing at 3.10c lb. Coconut oil was also firmer locally and on the coast, as offerings decreased while interest in the oil picked up slightly. New York tanks are now quoted at 5½c lb.

### CORN OIL

Corn oil advanced along with the coconut oil market during the recent period, producers being little inclined to contract further at present levels in view of the recent advance. Mill tanks are now quoted at 7¼c lb., with New York barrels at 9c.

### OLIVE OIL

Denatured oil declined to an inside price of 78c lb. during the recent period, as the flurry of activity which was aroused by the recent report of a crop shortage ran itself out. The presence of ample stocks from last year's crop

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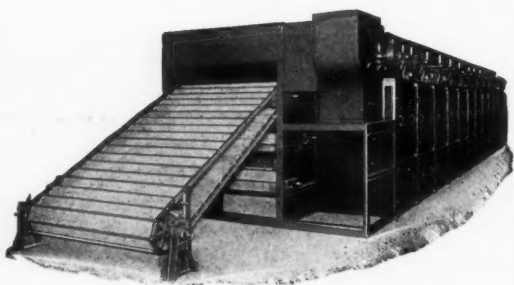
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**C. G. SARGENT'S SONS CORP.**

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to satisfy the existing demand indicated that the rapid advance of two months ago was unwarranted.

#### PALM OIL

With spot stocks small, and oil in shipment the same, a slight increase in buying interest caused a moderate advance in quotations on palm and palm kernel oils during the recent period.

#### TALLOW

Tallow was in fairly firm condition, with offerings small at the low level of prices now prevailing.

### Charge Unfair Competition

Competition between meat renderers operating in the metropolitan area of New York city for shop fats featured the hearings on the petitions of Armour & Co. and Swift & Co. for a modification of the packers' consent decree in the Supreme Court of the District of Columbia November 5. Witnesses who took the stand for the Government described the competition as being keen to the point of unfairness. They outlined the methods used in luring customers from competitors and cited that in some cases bonuses had been paid to secure the waste fats and bones. Witnesses testified that their collection trucks had been trailed by competitors' automobiles, and that they in turn had trailed the trailers. Those who testified were Morris F. Pick, president of Atlan Soap Works, Jersey City; Harry J. Theobald of Theobald Animal By-Products, Jersey City; Samuel Ginsberger and Edward Rogutski, for Mr. Theobald.

### Amer. Cyanamid in New Merger

A. Klipstein & Co., New York, manufacturers and importers of chemicals, are to be acquired by American Cyanamid Co., New York, and merged with Kalbfleisch Corp., a subsidiary of Cyanamid, according to a current report in the chemical trade. According to the report, the amalgamation will take place no later than December 31, 1930, and a preliminary survey is being started immediately to investigate assets, plants and other financial matters that would have to be taken into consideration in making the acquisition. A. Klipstein & Co., has been established since 1872, and has branches in Boston, Charlotte, Chicago, Philadelphia, Providence and Montreal. American Cyanamid has come into considerable prominence recently by a series of acquisitions which include Calco Chemical Co. and Kalbfleisch Corp. It is not known whether Klipstein would be operated as a separate unit or not in the event of the merger.



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## CORN OIL FATTY ACID

It will pay you to investigate the savings possible in making your soft soaps from Corn Oil Fatty Acid instead of from Corn Oil itself. We can quote fatty acids from Chicago at unusually attractive prices. Manufacturers turning out darker grades of soft soap should be especially interested in communicating with us at once.

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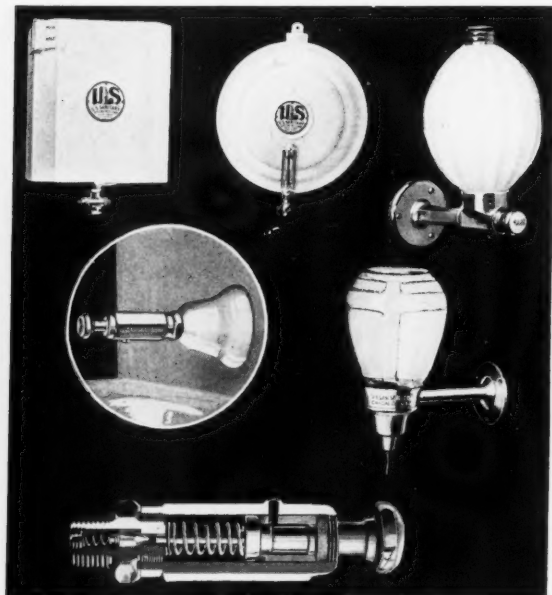
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Corn Oil Fatty Acid	Fish Oil
Peanut Oil Fatty Acid	Cold Pressed Sardine
Linseed Oil Fatty Acid	Oil
Cottonseed Fatty Acid	Crude California Sardine Oil
Super Cochiti Cocoonat Oil	Recovered Lard Oil
Ceylon Cocoonat Oil	Boiled Down Cottonseed Soap
Cocoonat Oil Fatty Acid	Acidulated Palm Oil
Semi Refined Domestic Soya Bean	Fatty Acid
Crude Domestic Soya Bean	Naphtanic Acid
	Gum Goulac
	Wool Grease

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Also four types of popular fast-selling Individual Dispensers (two illustrated) . . . models built for heavy duty . . . others priced so low you can give them away to your trade with soap orders.

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#### Carbon Tetrachloride

"STAUFFER BRAND" Carbon Tetrachloride will make a good cleaner better. It is 99.9% pure, the purest obtainable anywhere, is water white and is absolutely free from residue or residual odor. May we work with you when you are next in the market? Let us submit samples and prices. Anything from a drum up.

*May we estimate on your requirements?*

### STAUFFER CHEMICAL COMPANY

Plants  
Niagara Falls, N. Y.  
Los Angeles, Cal.

Office  
420 Lexington Ave.  
New York City

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## CURRENT PRICE QUOTATIONS

### Chemicals

Acetone, C. P., drums.....lb.	.11½	.14	Lime, live, bbls. ....per bbl.	1.70	2.20
Acid, Boric, bbls., 99½%.....ton	135.00	162.50	Menthol, cases .....lb.	4.00	4.15
Cresylic, 97%, dk., drums.....gal.	.55	.60	Synthetic, tins .....lb.	3.00	3.65
97-99%, pale, drums.....gal.	.60	.70	Mercury Bichloride, kegs .....lb.	1.65	1.80
Formic, 90%, tech. ....lb.	.10½	.12	Naphthalene, ref. flakes, bbls.....lb.	.04½	.05½
Oxalic, bbls. ....lb.	.11	.11½	Nitrobenzene (Myrbane) drums.....lb.	.09½	.11
Salicylic, tech. ....lb.	.33	.33	Paraformaldehyde, kegs .....lb.	.17	.25
Adeps Lanae, hydrous, bbls.....lb.	.14	.15	Petrolatum, bbls. (as to color).....lb.	.38	.39
Anhydrous, bbls. ....lb.	.15	.16	Petrolatum, bbls. (as to color).....lb.	.02½	.08¾
Alcohol, Ethyl, U. S. P., bbls.....gal.	2.63	2.74	Phenol, (Carbolic Acid), drums.....lb.	1.44½	.16
Complete Denat., No. 5, drums, ex. gal.	.39	.41	Pine Oil, bbls. ....gal.	.53	.58
Alum, potash, lump.....lb.	.03½	.03½	Potash, Caustic, drums .....lb.	.06¾	.06¾
Ammonia Water, 26°, drums, wks.....lb.	.03	.03½	Flake .....lb.	.07	.08
Ammonium Carbonate, tech., bbls.....lb.	.10½	.11½	Potassium Bichromate, casks.....lb.	.08½	.09½
Bay Rum, imported, bbls., bbls.....100 lb.	.70	.75	Pumice Stone, powd. ....100 lb.	2.50	4.00
Bleaching Powder, drums.....100 lb.	2.00	2.60	Rosins (600 lb. bbls. gross for net)——		
Borax, pd., cryst., bbls., kegs.....ton	66.00	77.50	Grade B to H, basis 280 lbs.....bbl.	5.50	5.75
Carbon Tetrachloride, car lots.....lb.	.06½	—	Grade K to N .....bbl.	5.80	6.25
L. C. L. ....lb.	.06½	.07	Grade WG and WW .....bbl.	7.40	8.40
Caustic, see Soda Caustic, Potash Caustic			Wood, works .....bbls.	3.50	3.90
China Clay, filler .....ton	10.00	25.00	Rotten Stone, pwd., bbls. ....lb.	.02½	.04½
Cresol, U. S. P., drums.....lb.	.14	.19	Silica, Ref., floated .....ton	18.00	22.00
Creosote Oil, tanks.....gal.	.13	.16	Soap, Mottled 40 lb. box.....lb.	.15	—
Formaldehyde, bbls. ....lb.	.07½	.07¾	Powdered White, U. S. P.....lb.	.26	.27
Fullers Earth .....ton	15.00	24.00	Green, U. S. P.....lb.	.07½	.07½
Glycerine, C. P., drums .....lb.	.13	.13½	Whale Oil, bbls.....lb.	.04	.05½
Dynamite, drums .....lb.	.11	.11½	Soda Ash, Contract, wks., bags, bbls.		
Saponification, tanks .....lb.	.09	.09½	Five bbls., up, local.....100 lb.	1.32	1.55
Soaps, Lye, tanks .....lb.	.06¾	.07	Soda Caustic, Contr., wks., sld.....100 lb.	2.11	2.40
Hexalin, drums .....lb.	—	.60	Five drums up, solid, local.....100 lb.	3.76	3.91
Kieselguhr, bags .....ton	—	35.00	Five drums up, grnd, flk.....100 lb.	4.16	4.31
Lanolin, see Adeps Lanae.			Soda Sal., bbls. ....100 lb.	1.00	1.15
			Sodium Bifluoride .....lb.	.17½	.19
			Sodium Chloride (Salt) .....ton	11.40	14.00



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# Caustic Soda

In Your Soap Products



**THE WARNER CHEMICAL COMPANY**

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*Also Manufacturers of*

Carbon Tetrachloride

Tri Sodium Phosphate



The manufacturer and packager of cleansers or water softening compounds must be certain that his product will be in good mechanical condition and will make an attractive appearance when the ultimate consumer opens his package regardless of the length of time or conditions under which it may have been stored.

A thoroughly modern plant . . . an experienced production department . . . control of raw materials starting with the phosphate rock obtained from our Florida operations . . . all combine to produce in Aero Brand Tri Sodium Phosphate the assurance that these difficult conditions will be met.



*Industrial Chemicals Division*

**American Cyanamid Company**

*535 Fifth Avenue New York*

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Sodium Fluoride, bbls. ....lb.	.08¼	.09¼
Sodium Hydrosulphite, bbls. ....lb.	.23	.27
Sodium Silicate, 40 deg., drum....100 lb.	.75	.80
Drums, 60 deg., wks. ....100 lb.	—	1.65
In tanks, 15c less per hundred, works.		
Tar Acid Oils, 15-25% ....gal.	.24	.28
Trisodium phosphate, bbls. ....lb.	.03¼	.04
Zinc Oxide, lead free ....lb.	.06¼	.07
Zinc Stearate, bbls. ....lb.	.22	.24

**Oils—Fats—Greases**

Castor, No. 1, bbls. ....lb.	.12¼	.12½
No. 3, bbls. ....lb.	.11¾	.12
Coconut, tanks, N. Y. ....lb.	—	.05½
Tanks, Pacific Coast ....lb.	.05¼	.05¼
Fatty acids, mill, tanks. ....lb.	.09	.09¼
Cod, Newfoundland, bbls. ....gal.	.48	.50
Copra, bulk, Coast ....lb.	.03	.0310
Corn, tanks, mills. ....lb.	—	.07¼
Bbls., N. Y. ....lb.	.09	Nom.
Fatty acid ....lb.	.06	Nom.
Cottonseed, crude, tanks, mill. ....lb.	—	.06¼
PSV ....lb.	—	.07¼
Fatty Acids, mill, bbls. ....lb.	.06½	Nom.
Degras, Amer., bbls. ....lb.	.03¾	.04¾
English, bbls. ....lb.	.05	.05¼
German, bbls. ....lb.	.04½	.04¾
Neutral, bbls. ....lb.	.07	.09
Greases, choice white, bbls., N. Y. ....lb.	.04½	.06½
Yellow ....lb.	.04½	.04¾
Brown ....lb.	.04	.04¾
House ....lb.	.04¾	.04¾
Lard, prime, steam, tierces ....lb.	.11½	.12
Compound, tierces ....lb.	.10¼	.10½
Lard Oil, edible prime ....lb.	—	.13¼
Extra, bbls. ....lb.	—	.10

Extra, No. 1, bbls. ....lb.	—	.09½
No. 2, bbls. ....lb.	—	.09
Linseed, raw, bbls., spot ....lb.	.0960	.10
Tanks, raw ....lb.	—	.09
Boiled, 5 bbls. lots. ....lb.	—	.1080
Menhaden, Crude, tanks, Balt. ....gal.	.22	Nom.
Oleo Oil, No. 1, bbls., N. Y. ....lb.	—	.087½
No. 2, bbls., N. Y. ....lb.	—	.08¾
Olive, deratured, bbls., N. Y. ....gal.	.78	.82
Foots, bbls., N. Y. ....lb.	.06¼	.06½
Shipments ....lb.	—	.06¼
Palm, Lagos, casks, spot ....lb.	.06	.06¼
Shipments ....lb.	—	.05¼
Niger casks, spot ....lb.	.05	.05¼
Shipments ....lb.	—	.05
Palm Kernel, pkgs., denatured. ....lb.	.06	.06¼
Tank cars, denatured ....lb.	—	.05½
Peanut, refined, bbls., N. Y. ....lb.	.12	.13
Crude, bbls., N. Y. ....lb.	.09¼	Nom.
Red Oil, distilled, bbls. ....lb.	.087½	.09¾
Saponified, bbls. ....lb.	.087½	.09¾
Tanks ....lb.	.08	—
Soya Bean, crude, tks., Pac. Coast. ....lb.	.08¼	Nom.
Crude, bbls., N. Y. ....lb.	.10¼	.10½
Refined, bbls., N. Y. ....lb.	.11	.11¼
Stearic Acid		
Double pressed ....lb.	.11½	.12
Triple pressed, bgs. ....lb.	.13½	.14
Stearine, oleo, bbls. ....lb.	.08¾	.08¾
Tallow, special, f. o. b. plant. ....lb.	—	.04½
City, ex. loose, f. o. b. plant. ....lb.	—	.04¾
Tallow, oils, acidless, tanks, N. Y. ....lb.	—	.08¼
Bbls., c/1, N. Y. ....lb.	—	.08¾
Whale, nat. winter, bbls., N. Y. ....gal.	.76	.78
Blehd., winter, bbls., N. Y. ....gal.	.79	.80
Extra blehd., bbls., N. Y. ....gal.	.81	.82

**Vegetable Oils**  
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**Fatty Acids** **Soap Stock**

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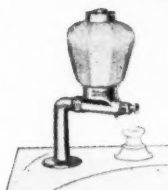
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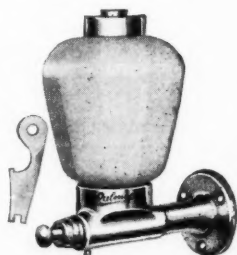
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## Perfect Soap Dispensing Equipment



With exclusive patented features of replaceable globe and valve, without removing bracket from the wall. Clear globes, opal globes, metal globes, nickel or chromium finish. Palmer

Soap Dispensers are manufactured in all type brackets, suitable for all installations, also gravity valve tanks and equipment for tank systems.



We also manufacture the best inexpensive soap dispenser on the market. Send for literature and quotations.

JOBBERS—have found that the additional advantages in our Aromazon Disk (over the ordinary paradichlorbenzol block) influence many purchasers.



Quite a number who formerly made their own blocks are now doing a bigger and more profitable business on our Aromazon, because of the unusual container and uniform condition when used. WHY DON'T YOU???

We also make urinal cakes and crystals, packed in an attractive, lithographed can.

**PALMER PRODUCTS, Inc.**  
WAUKESHA WISCONSIN

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**Essential Oils**

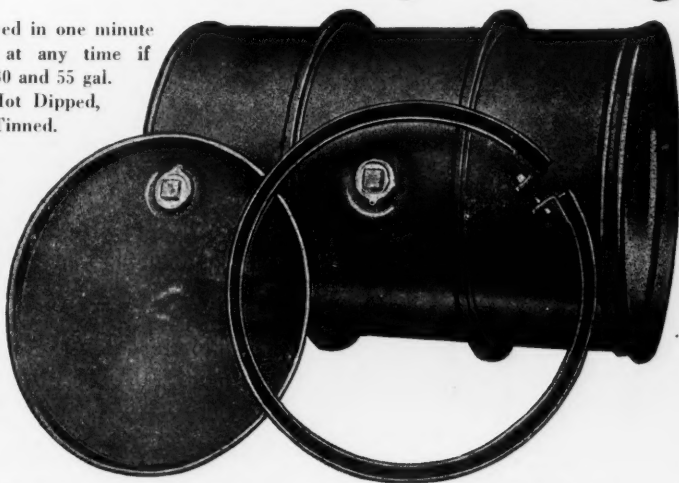
Almond, Bitter, U. S. P. ....lb.	2.50	2.75	Hemlock, tins .....lb.	1.00	1.10
Bitter, F. F. P. A. ....lb.	2.90	3.30	Lavender, U. S. P., tins .....lb.	2.30	4.00
Sweet, cans .....lb.	.50	.52	Spike, Spanish, cans .....lb.	.80	.90
Apricot, Kernel, cans .....lb.	.30	.31	Lemon, Ital., U. S. P. ....lb.	1.10	1.25
Anise, cans .....lb.	—	—	Lemongrass, native, cans .....lb.	.64	.65
U. S. P., cans .....lb.	.78	.80	Linaloe, Mex., cases .....lb.	2.15	2.30
Bay, tins .....lb.	2.10	2.25	Neroli, Artificial .....lb.	10.00	20.00
Bergamot, coppers .....lb.	2.50	2.70	Nutmeg, U. S. P., tins .....lb.	1.30	1.40
Artificial .....lb.	2.00	2.25	Orange, Sweet, W. Ind., tins.....lb.	2.30	2.40
Birch Tar, rect., bot. ....lb.	.52	.55	Italian, cop. ....lb.	2.30	3.00
Crude, tins .....lb.	.13	.14	Distilled .....lb.	1.10	1.40
Bois de Rose, Brazilian .....lb.	.85	.90	Origanum, cans, tech. ....lb.	.25	.30
Cayenne .....lb.	1.60	1.65	Patchouli .....lb.	5.50	5.80
Cade, cans .....lb.	.26	.27	Pennyroyal, dom. ....lb.	1.55	1.60
Cajuput, native, tins .....lb.	.70	.80	Imported .....lb.	1.15	1.20
Calamus, bot. ....lb.	2.75	3.00	Peppermint, nat., cases .....lb.	2.15	2.20
Camphor, Sassy, drums .....lb.	.23	.25	Redis., U. S. P., cases .....lb.	2.25	2.35
White, drums .....lb.	.19	.20	Petit Grain, S. A., tins .....lb.	1.35	1.45
Cananga, native, tins .....lb.	2.50	2.75	Pine Needle, Siberian .....lb.	.65	.70
Rectified, tins .....lb.	2.75	3.00	Rose, Natural .....oz.	14.00	21.00
Caraway Seed .....lb.	1.65	1.70	Artificial .....oz.	2.00	2.75
Cassia Redistilled, U. S. P., cans.....lb.	1.20	1.25	Rosemary, U. S. P., drums.....lb.	.40	.45
Cedar Leaf, tins .....lb.	.95	1.00	Tech., lb. tins .....lb.	.30	.35
Cedar Wood, light, drums.....lb.	.40	.42	Sandalwood, E. Ind., U. S. P.....lb.	8.25	8.50
Citronella, Java, drums .....lb.	.56	.59	Australian .....lb.	5.65	—
Citronella, Ceylon, drums.....lb.	.46	.47	West Indian (Amyris) .....lb.	1.95	2.25
Cloves, U. S. P., cans .....lb.	1.80	1.85	Sassafras, U. S. P. ....lb.	1.15	1.20
Eucalyptus, Austl., U. S. P., cans.....lb.	.40	.41	Artificial .....lb.	.29	.32
Fennel, U. S. P., tins .....lb.	.95	1.05	Spearmint, U. S. P. ....lb.	2.70	2.75
Geranium, African, cans .....lb.	4.00	4.25	Thyme, red, U. S. P.....lb.	.70	.80
Bourbon, tins .....lb.	4.25	4.50	White, U. S. P. ....lb.	.85	.90
			Tech. ....lb.	.60	.70
			Vetivert, Bourbon .....lb.	5.60	5.80
			Java .....lb.	20.00	22.00
			Ylang Ylang, Bourbon .....lb.	6.25	6.50

## This Drum Was Designed for *Easy Cleaning*

The head can be removed in one minute and can be replaced at any time if damaged. Available in 30 and 55 gal. sizes in Black Steel, Hot Dipped, Sheet Galvanized or Tinned.

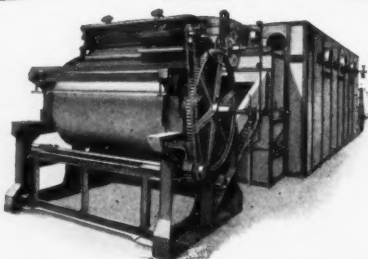
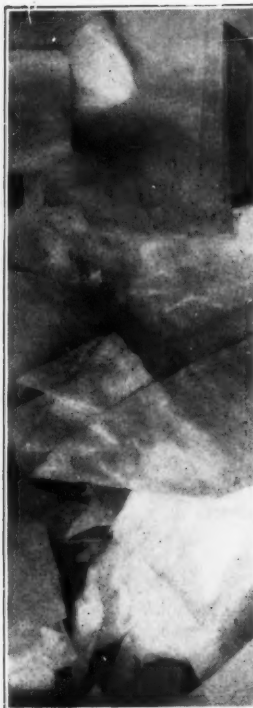
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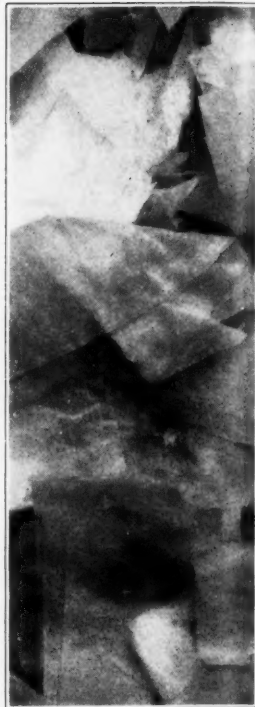


## THIN CHIPS!

This new Proctor Dryer produces Soap Chips of transparent thinness—exactly the kind now in popular demand for package laundry soap—also the chip that can be produced most efficiently in making cake toilet soap.

New throughout—new chilling rolls—new dryer, this machine not only produces the most satisfactory soap chip, but it excels in high capacity, saving of floor space, reduced steam consumption, low cost of operation. Write.

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Essential Oils

Aromatic Chemicals

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the latest Metzner & Otto product. A most satisfactory and extremely economical substitute for Lavender

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Acetophenone, C. P. ....lb.	2.90	3.15
Amyl Cinnamic Aldehyde ....lb.	4.00	8.00
Anethol ....lb.	1.90	2.10
Benzaldehyde, tech. ....lb.	.60	.65
F. F. C. ....lb.	1.20	1.30
Benzyl Acetate ....lb.	.75	.90
Alcohol ....lb.	1.20	1.25
Citral ....lb.	2.75	4.00
Citronellal ....lb.	2.00	3.50
Citronellol ....lb.	3.00	5.00
Citronellyl Acetate ....lb.	13.00	14.00
Coumarin ....lb.	3.40	3.60
Diphenyl oxide ....lb.	1.15	1.25
Eucalyptol, U. S. P. ....lb.	.85	.95
Eugenol, U. S. P. ....lb.	3.50	3.75
Geraniol, Domestic ....lb.	2.40	2.75
Imported ....lb.	3.00	3.25
Geranyl Acetate ....lb.	2.75	3.50
Heliotropin, dom. ....lb.	1.90	2.00
Imported ....lb.	2.35	2.60
Hydroxycitronellal ....lb.	5.50	6.00
Indol, C. P. ....oz.	6.00	6.50
Ionone ....lb.	5.00	10.00
Iso-Eugenol ....lb.	5.00	5.50
Linalool ....lb.	3.00	4.00
Linalyl Acetate ....lb.	3.75	5.00
Menthol ....lb.	4.15	4.30
Methyl Acetophenone ....lb.	3.00	3.50
Anthranilate ....lb.	2.40	2.60
Paracresol ....lb.	8.00	9.00
Salicylate, U. S. P. ....lb.	.40	.43
Musk Ambrette ....lb.	6.50	7.00
Ketone ....lb.	7.50	8.00
Xylene ....lb.	2.60	3.00

Phenylacetaldehyde ....lb.	7.00	8.00
Phenylacetic Acid, 1 lb. bot. ....lb.	3.00	4.00
Phenylethyl Alcohol, 1 lb. bot. ....lb.	4.50	6.50
Rhodinol ....lb.	9.00	18.00
Safrol ....lb.	.33	.35
Terpineol, C. P., 1,000 lb. drs. ....lb.	.30	.32
Cans ....lb.	.32	.33
Terpinyl Acetate, 25 lb. cans. ....lb.	.80	1.15
Thymol, U. S. P. ....lb.	2.20	2.40
Vanillin, U. S. P. ....lb.	5.00	7.00
Yara Yara ....lb.	1.50	2.50

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Insect Powder, lbs. ....lb.	.23	.25
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Arabic, Amb. Sts. ....lb.	.13	.14
White, powdered ....lb.	.21	.25
Karaya ....lb.	.12	.26
Tragacanth, Aleppo, No. 1. ....lb.	1.28	1.40
Sorts ....lb.	.40	.45
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Waxes—		
Bayberry, bgs. ....lb.	.21	.24
Bees, white ....lb.	.48	.52
African, bgs. ....lb.	.26	.27
Refined, yel. ....lb.	.34	.36
Candelilla, bgs. ....lb.	.15	.16
Carnauba, No. 1 ....lb.	.27	.28
No. 2, Yel. ....lb.	—	Nom.
No. 3, Chalky ....lb.	.18	.19
Japan, cases ....lb.	.13	.13½
Paraffin, ref. 125-130 ....lb.	.04¼	.05¾

**TERPINEOL, C. P.**

Water White—Fine Odor—One of the Best  
Low Cost Odors for Soaps, Fly Sprays,  
Deodorizing Blocks, etc.

**MENTHOL, Synthetic**

White Crystals with Fine Natural Odor for  
mentholated shaving creams, soaps,  
shampoos, lotions, creams,

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Products of  
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Sole Import and Sales Agents in the U. S. A. for the Manufacture.s.

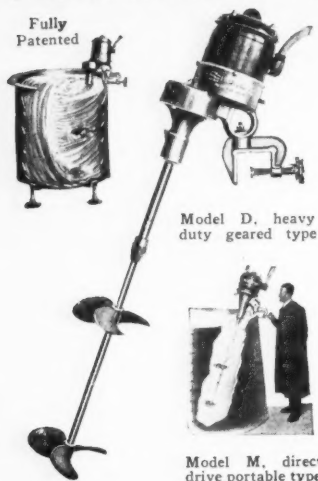
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## PORTABLE MIXERS



Model D, heavy  
duty geared type



Model M, direct  
drive portable type

## 6 POINTS of SUPERIORITY

- (1) Eliminate baffle plates and mixing machinery that use valuable space inside your tank.
- (2) Simplicity in construction means less first cost, fewer wearing members . . . fewer trouble sources . . . almost no upkeep expense.
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- (4) Patented Off-Center principle provides unique double action . . . a combined rotation and turnover of the mix at the same time from bottom to top.
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- (6) Have recommendation of leading soap manufacturers based on long records of satisfactory service.

## MIXING EQUIPMENT CO., INC.

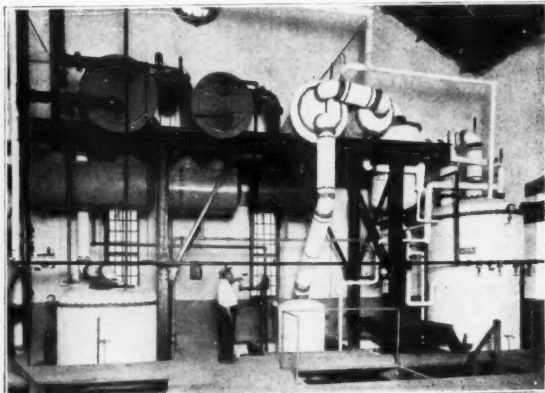
*Originators and Largest Manufacturers of Portable Electric Mixers*  
1028 Garson Avenue  
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*Branch Office and Sales Rooms*  
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## GLYCERINE REFINING PLANTS

The most efficient Glycerine Refining Plant operating with the lowest refining loss and the highest yield of finished product.

The outstanding features of the WURSTER & SANGER process and equipment are:



WURSTER & SANGER GLYCERINE DISTILLATION PLANT

1. Highest yield of distilled glycerine.
2. Highest percentage of finished glycerine obtained on direct distillation, eliminating rehandling and losses.
3. Lowest steam consumption.
4. Extreme simplicity of operation.
5. Compactness of the plant.
6. Low operating costs.

*New Plants Designed—  
Old Plants Remodeled*

### Complete Plants for

Crude, Dynamite and C. P. Glycerine  
Laundry, Toilet and Liquid Soaps  
Spray-Process Soap Powder  
Fatty Acid Distillation  
Fat Splitting, Stearic Acid and Red Oil  
Refining of Fats and Oils  
Hydrogenation of Oils

**WURSTER & SANGER, INC.**  
5201 Kenwood Avenue  
Chicago

Say you saw it in SOAP!

## Pool Distribution

(From Page 29)

bags, shipping cases, and other unit holders. Already this new-found protection, — the shelter of a strong metal outer cover, — is being taken advantage of to indulge forms of delicate and yet ultra-effective packaging that would never have been dared in the old days of rough-and-tumble transfers and rehandlings.

**Y**ET another version of the pool formula we have, fresh to the attention of all soap marketers, in the new conceptions of direct retail distribution. Particularly, behold the so-called "wagon jobber" (more often, an auto truck distributor) as an outstanding manifestation of the trend to "going it on shares". Upward of 2,000 wagon jobbers are now operating in the United States, each operating from, say half a dozen, to one hundred trucks. In effect, the roving jobber's truck is a wholesale house on wheels covering a regular route and calling upon every retailer on that route at stated intervals, varying from daily to once a week. Instead of serving merely as a driver, the captain of the truck has to qualify as an all-around salesman, not taking orders for future delivery, but filling requisitions immediately from the stock on

the truck.

In the beginning, this store-door wholesaling, via the miniature rolling warehouses, was carried on by independent jobbers or by public merchandise warehouses that took this on as a side line. More recently a number of manufacturers, selling direct to retailers, undertook the operation of their own trucks instead of selling through the independent wagon jobbers. Just lately has come a further step, — a closer approach to the pool idea. Large manufacturers are beginning to join hands for the operation of jobbing trucks that will carry, exclusively, the amalgamated lines. A case in point is the alliance between the General Foods Corporation and Durkee Famous Foods, Inc., subsidiary of the Glidden Company.

This article would stretch to unwieldy proportions if an attempt were made to catalog all the new-fangled applications of the "pooling" principle with which soap sellers are flirting. Rather sensational savings are claimed by buying rings in Boston, Los Angeles, and other cities which have recently been adventuring in the group purchase of containers, shipping cases, and packing materials. Nor is it by any means far-fetched to discern the all-pervading impulse to pooling in the new technique of "combination" selling whereby

*"When love and skill work together,  
expect a masterpiece."—Ruskin.*

**W**ITHOUT being maudlin it is safe to say that the Wrisley organization exemplifies the love of work, well conceived and skilfully performed.

We've been at it "man and boy" since 1862 and this year has seen our factory busier than ever. However we are not too busy to bend our energies to your private brand soap problems. Telephone, telegraph, or tell a stenographer and we will get busy at once.

*Put us to the test*

# ALLEN B. WRISLEY CO.

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Chicago Display Room  
Merchandise Mart

New York Display Room  
347—5th Avenue

Say you saw it in SOAP!

*Now!*  
**KRANICH'S**  
**Powdered**  
**Soaps**

A complete line made from start to finish in our own plant under the guidance of the best technical skill and with the latest modern equipment.

**U. S. P. CASTILE**

Strictly U.S.P. powder. Uniform. Finest quality. Cannot develop rancidity.

**COCOA - CASTILE**

Fine uniform powdered soap made from 50% olive oil and 50% cocoanut oil.

**NEUTRAL TALLOW**

Pure neutral powdered soap made from high grade tallow.

**SHAVING POWDER**

High quality, uniform powdered shaving soap.

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 We are equipped to manufacture any special formula powdered soap and invite your inquiries.

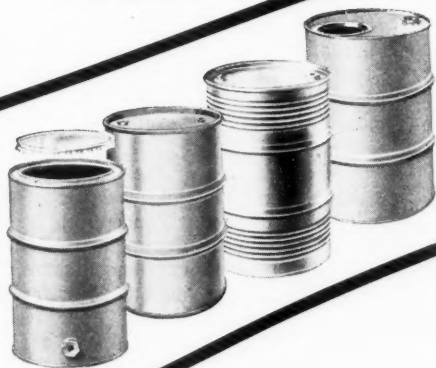
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**STEEL**



**DRUMS**

Don't risk the quality and security of your product by shipping in steel drums that may discolor your product, cause it to leak, or present a battered appearance on arrival.

Buy only those drums that have plenty of durability, that don't scratch and dent easily, that are well painted, whose interiors you know will always be clean and buy them from a dependable manufacturer.

BENETCO has served the paint, oil and chemical industries for more than a quarter of a century. We know the same satisfaction can be rendered you.

We manufacture all styles of steel drums, cans, pails, and barrels of 1 to 65 gallon capacities. Samples of any are always available upon request.

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**MFG. CO.**

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*Sales Offices in chief cities*



two or more articles, related in use but put out by separate manufacturers, are looked up, at a favorable inclusive price.

### Toilet Soap Base

(From Page 25)

THE equipment for milling toilet soaps must be stout and rugged, and if your output warrants capacity or continual use of this machinery, then the best is none too good. Some toilet soaps play havoc many times with both mill and plodder. Pine tar soaps with rosin mixtures, castile, shaving soaps, and some others call for heavy duty machinery to handle gummy soaps of this nature. Standard modern milling equipment is Houchin, Lehmann or Buhler, but any durable mill must have journals or shafts not any smaller than  $3\frac{1}{2}$ " diameter, insuring the minimum amount of vibration, and should be hung on bronze bearings if the runs are long and continued. The rolls must be of the best and the hardest material, and at least 18" x 30" long if the results are to be secured as desired. It is always better to run toilet soap mills tandem, or one

ahead of the other. Such a unit will produce four tons of milled soap a day, and will tax the efforts of three jumbo type plodders to keep the mills going. Other equipment such as half a dozen box trucks for taking away the soap ribbons from the mills to the plodders, two toilet soap cutting tables, soap pressing machines and dies, constitute about what is needed for the average plant.

Besides tallow and coconut oils used for toilet soap base, there are many grades of cheap distilled fats, fish oils and low grade greases that can be used in combination with tallow and cheap copra refinings for the purpose, but the refining process is costly and of little or no advantage in these times when cleaner stocks at low prices are less expensive to handle and which make undoubtedly better soaps for toilet use.

Besides using a small percentage of oxide of zinc in the mill with the dried chips, perfumes are worked in, and at the same time colors, soap fillers, dextrines, talc, glucose and sometimes silicate of soda. I am not advocating fillers of any kind for toilet soaps, and know for a certainty that the higher percentage of fatty acids any soap contains, will soon prove its worth in producing a more saleable commodity.

## RAW MATERIALS for SOAP MAKERS

*Specializing in*

Olive Oil Foots

Olive Oil

Caustic Potash

Glycerine

Empty Drums

Fats, Oils, Greases

## PARSONS & PETIT

*Established 1857*

26 BEAVER STREET

NEW YORK

*Distributors for*

DIAMOND ALKALI CO.  
PITTSBURGH, PA.

Caustic Soda

Soda Ash

*Agents for*

D. CORREALE SANTACROCE  
REGGIO, CALABRIA

Bergamot, Lemon and Orange Oils

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*The Publishers of*  
**SOAP**  
 are now in position to offer a complete  
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**TECHNICAL BOOKS**



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Checks **MUST** accompany all orders.

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136 LIBERTY STREET

NEW YORK CITY

## Editor's Correspondence

Editor, *Soap*:

In the October issue on page 107, appears an article, evidently written by Mr. H. W. Cole, Secretary of the Insecticide & Disinfectant Manufacturers Association. This article is headed "Adulterated Pine Disinfectants." We may be mistaken, but we believe this article is directed against our company, as we believe ourselves to be the only ones advertising bases for making pine oil disinfectants. At least so far as we know, we are the only advertiser of products of this character in the magazine "SOAP." The purpose of this letter is merely to set forth certain facts for the benefit of the trade at large and of course is predicated upon the supposition that this article referred to is directed against this company.

In the first place, your reporter refers to advertising and circular letters of merchandise brokers or jobbers. We are not merchandise brokers or jobbers, and conversely are legitimate manufacturers of chemical specialties and have been for over a quarter of a century. We enjoy the highest capital and credit ratings possible in both Dun's and Bradstreet's.

Your reporter lays specific stress upon the fact that when this base is blended with pine oil that the disinfectant manufacturer using the base is encouraged to use water and kerosene as adulterants. This is a misstatement. It is a matter of fact, and a matter of history, that the first base we put upon the market for producing soluble pine oil was Nopco #1444, a product which blended with pine oil in the proportion of 1 part base and 4 parts pine oil to produce a soluble pine oil containing actually 80% pine oil. This product was only a partial commercial success on account of the fact that certain manufacturers of soluble pine oil were marketing products to the disinfectant jobber containing only 50-60% pine oil and considerably higher water content. These were sold to the disinfectant jobber at such low prices that another product had to be developed to meet the price competition encountered. Our laboratory then developed the product known as "Albasol A.R." which we firmly believe is the best base on the market today for the manufacture of soluble pine oil.

It is true that with the use of Albasol A.R. certain percentages of water and kerosene can be used as adulterants. It is important, however, to bear in mind that this property was built into the product solely because of the practice of certain members of the Disinfectant Association of manufacturing soluble

(Continued on page 111)

# CHARACTER..

Not Name Alone...

MADE THIS SILICATE  
"STANDARD"!

IT'S a standard for comparison in Soapmaking... a standard recognized by Soapmakers who adopt only sound principles and practice... who insist upon contributing ingredients of proven and unvarying merit.

## STANDARD GRADE SILICATE OF SODA

reflects in sustained quality, the exacting care attending its preparation for your purpose.

Specify it with supreme assurance  
of the right quality.

# Standard Silicate Company

CINCINNATI, OHIO.

OFFICE: 414 Frick Building, Pittsburgh, Pa.

FACTORIES:

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4  
Factories  
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Better Service

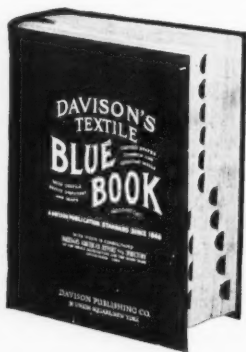
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## 10,000 textile mills and 30,000 dealers in allied lines

All textile mills, dyers, finishers and printers in the United States and Canada are fully reported in the Consolidated **DAVISON'S TEXTILE BLUE BOOK** and Dockham's American Report and Directory.

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Two thousand pages in size, thumb indexed for quick reference, strongly bound and with information arranged for instant use, this volume will make money for you in providing accurate and complete information in the entire textile manufacturing and finishing trades.



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EVERY MACHINE OR  
HAND OPERATION

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are scientifically designed and therefore function uninterrupted, accurately and economically. Furthermore, their price is most reasonable. Trial quantities of those adhesives suitable for your particular conditions will be gladly submitted on approval.

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WORLD'S LARGEST  
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# INSECTICIDE AND DISINFECTANT REVIEW

*A Section of SOAP for Manufacturers of Disinfectants, Household  
Insecticides, Deodorants, Polishes, and Related Products*

*From all other makes of closures*

ALEMITE chose

KORK-N-SEAL

*for its new product*

CARBOSOLVE

WHY? . . . .

Because the Alemite Corporation's laboratory experts and engineers wanted complete assurance that Carbosolve would reach users in *perfect condition—with the same strength as when originally packaged.*

Any container, they know, is no better than its closure. So they chose the best—Kork-N-Seal—proof against evaporation or deterioration of any kind.

More and more manufacturers, not only of new products, but of long-established products of national reputation, are turning to Kork-N-Seal. For besides assuring *highest quality*, Kork-N-Seal provides *maximum convenience* in use; just a flip of the lever to open, or to re-seal airtight!

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**Williams**  
**KORK-N-SEAL**

**THE CAP WITH THE  
LITTLE LEVER**







## *For Perfuming*

# PARADICHLORBENZENE BLOCKS *and* CRYSTALS *use* ELKO POPULAR PERFUME OILS

*They actually cover and delightfully perfume*

### A FEW OF OUR LEADERS.

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Chypre P.D. — \$5.00 " "	Narcisse P.D. — \$4.50 " "
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The soluble color and odor combinations that uniformly color and actually perfume the product. Full list on request.

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Produced in all odors: Trial Pints \$2.50 Post Paid. Special Quantity Prices.

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*Aromatic Chemicals, Essential Oils, and  
Perfuming Specialties of all kinds for  
Manufacturers of Soaps, Disinfectants,  
Theatre Sprays, Fly Sprays and Allied  
Products.*



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3 Hours

Leaky,  
unsanitary  
metal  
Tanks

Hundreds per hour, all uneven

Step by step, **ALSOP "Hy-Speed"** Equipment has wrought a great change in production methods during the last decade. There is no longer any economy in processing soaps and insecticides by old-fashioned, wasteful methods.

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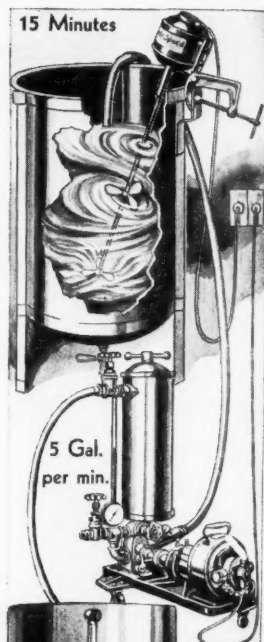
**ALSOP Glass-Lined Tanks** are made in all sizes from one to 200 gallons, for either mixing or storage. They are proof against corrosive action and contamination of the product.

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The **"Hy-Speed Vacuum Bottle Filler"** is a real machine for filling all liquid products in small cans or bottles, such as Insecticides, Polish, Cleaning Fluid, etc. It fills every container evenly and rejects any that might leak. Instantly adjustable to different sizes. Easily cleaned for use on different products. lowest in price.

# ALSOP

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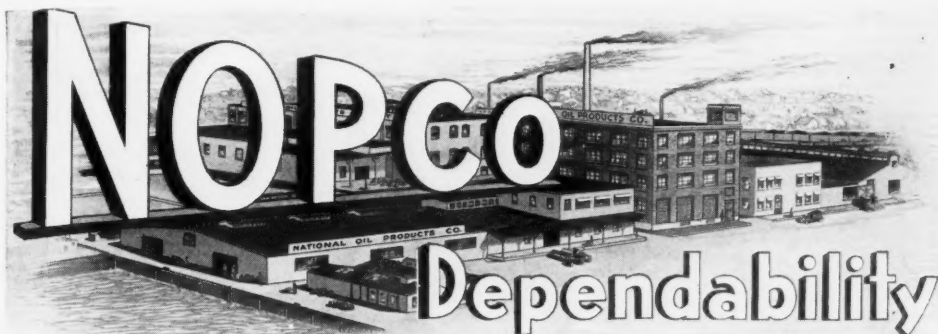


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5 Gal.  
per min.Glass-Lined  
welded, vapor-  
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Tanks

Thousands per hour, all even

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### Soluble Pine Oil Now Made by Simple Mixing Process

In the past, the manufacture of Soluble Pine Oil required expensive equipment and expert knowledge. Now, the only equipment you need is a mixing tank; your technical expert can turn the job over to any intelligent workman, and devote his own time to more important matters.

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NATIONAL OIL PRODUCTS CO.  
HARRISON, N. J.

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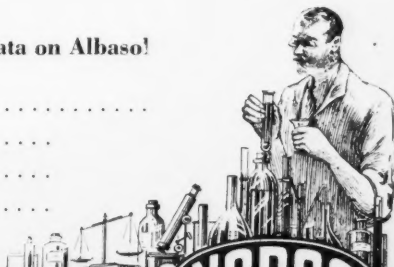
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## *The Standard of Highest Quality*

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also known as Liquor Cresolis Compositus, U. S. P., is made in exact accordance with the specifications of the U. S. Pharmacopoeia. Phenol coefficient  $2\frac{1}{2}$  to 3. Dilutes with water to form clear, amber colored solutions. Largely used by the medical profession, hospitals and veterinarians.

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is similar in composition, appearance and odor to Cresol Compound, U. S. P., but prepared from refined cresylic acid as a base. Approximately twice as strong as the U. S. P. product, and very effective in preventing the spread of animal diseases.

### Mosquito Larvicide

A coal-tar product employed for killing mosquito larvae. Effective in dilutions of 20,000 to 40,000 to one. Superior to petroleum oil, as it is not affected by rainfall or wind and does not involve fire hazard.

### Pes-Tox Insecticide

of the pyrethrum type, pleasantly scented. Quickly kills practically every type of crawling, flying and hopping insect. Light lemon color. Especially effective when used in the form of a spray.

### Pine Oil Disinfectant

A fragrant pine product, made from pure steam-distilled pine oil according to the formula of the Hygienic Laboratory of the U. S. Public Health Service. Mixes freely with water to form good milk emulsions, with pleasant pine odor. Free from mineral oil or other adulteration.

## **BAIRD & McGUIRE, INC.**

Holbrook, Mass.



St. Louis, Mo.

Warehouse stocks at convenient points throughout the country.

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## CLEANLINESS IS NOT ONLY A VIRTUE IT IS A NECESSITY

In the Dark Ages pestilence ran rampant. Plagues were a common occurrence and whole towns and villages were wiped out. It was only when we learned that dirt and filth are responsible for many illnesses that we commenced routing our enemy, disease.

The disinfectant manufacturer plays an important part in the promotion of health, and Hercules Yarmor Steam-distilled Pine Oil, when made soluble by disinfectant manufacturers, plays an important part in safeguarding health.

Yarmor Pine Oil is uniform and pure and is an excellent ingredient for disinfectants, deodorants, and insecticides because it increases their efficiency.

Naval Stores Department

***HERCULES POWDER COMPANY***  
INCORPORATED

961 Market Street, Wilmington, Delaware

Largest producers of pine oil, wood rosin, and steam-distilled wood turpentine.



HERCULES POWDER COMPANY, 961 Market Street, Wilmington, Delaware

Please send me a test sample of Hercules Steam-distilled Pine Oil.

Name \_\_\_\_\_ Company \_\_\_\_\_

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# Eliminate Guess Work . . .

*in the manufacture of Household Insecticides  
and Fly Sprays by using PYROCIDE NO. 20*

**P**YROCIDE No. 20 is a standardized and concentrated extract of Pyrethrum Flowers. We guarantee that each gallon contains the active principles from 20 lb. of flowers containing 0.75% of pyrethrins.

By using Pyrocide No. 20 you can standardize the insecticidal value of your finished product because Pyrocide No. 20 is standardized—the percentage of kill being proportional to the pyrethrin content as determined by our method. (Experimental data proving that killing power and pyrethrin content are in direct ratio has been published in a chemical journal).

Pyrocide No. 20 is guaranteed and labelled to contain 1.8 grams of pyrethrins per 100 cc. Shipped in steel drums containing 10, 30 and 53 (American) gallons.

We guarantee that Pyrocide No. 20 will make an exceptionally satisfactory and absolutely uniform household insecticide or fly spray when diluted one part Pyrocide No. 20 to nineteen parts of light mineral oil.

We also can supply you with Pyrethrum Flowers with known pyrethrin content in whole, ground or powdered form.

**PYROCIDE No. 20**  
CONCENTRATED EXTRACT OF PYRETHRUM FLOWERS

*Wire Today, McLAUGHLIN GORMLEY KING COMPANY*  
1715 Fifth Street S. E., Minneapolis, Minn.

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# ODRENE

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*A fine Low Priced Deodorant  
for Polishes and Insecticides*

*A* small percent-  
age of Odrene will  
overcome objection-  
able odors in all types  
of metal polishes and  
low priced insecticides.



**Givaudan-Delawanna, Inc.**

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# van Ameringen-

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We have developed a complete new series of oils for sprays of all kinds, insecticides, disinfectants and similar products. Three of the leaders are shown here.

van Ameringen-Haebler, Inc.

*Aromatic Essentials*

315 Fourth Avenue, New York  
180 No. Wacker Drive, Chicago  
826 Clark Avenue, St. Louis  
42 Wellington Street, E., Toronto

*Factory, Elizabeth, N. J.*

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# Haebler, Inc.

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New Mown Hay      \$1.50  
per lb.

Jasmin 110      \$2.50  
per lb.

Bouquet 118      \$1.25  
per lb.

SEND FOR SAMPLES.

*Now is the time to plan.*

## van Ameringen-Haebler, Inc.

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315 Fourth Avenue, New York  
180 No. Wacker Drive, Chicago  
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*Factory, Elizabeth, N. J.*

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# Baird's Certified Disinfectants

of coal-tar are so named because every lot is tested and certified to by independent analysts, thus insuring to the buyer a guarantee of quality and strength. A copy of the bacteriological certificate will be furnished whenever requested.

The name BAIRD'S on a container of disinfectant means not only that it is a certified product, but one which represents over a quarter of a century of manufacturing experience and technical skill . . . insuring uniformity of composition . . . uniformity of quality . . . uniformity of result. BAIRD'S Certified Disinfectants dilute readily with water to form rich, milky emulsions.

Whether your disinfectant requirements are large or small, or whether the coefficient is two or twenty or any intermediate strength, let us figure with you. Samples will be submitted for your inspection, and we will be glad to give you the benefit of our many years of experience as specialists in this line.

Cresylic Acid      Animal Dips      Household Insecticides

*Made Right—Priced Right*

## BAIRD & MCGUIRE, INC.

*Manufacturers of*

*Baird's*  
Certified Disinfectants  
and Quality Sanitary Products

Holbrook, Mass.



St. Louis, Mo.

Warehouse stocks at convenient points throughout the country.

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# INSECTICIDE AND DISINFECTANT REVIEW

Official Publication of *The Insecticide and Disinfectant Manufacturers Association*  
Harry W. Cole, Holbrook, Mass., Secretary

## The 17th Annual Meeting

THE Seventeenth Annual Meeting of the Insecticide & Disinfectant Manufacturers Association will be held December 8, 9, and 10 at the Hotel McAlpin, New York. The return to the McAlpin this year was the result of a unanimous decision on the part of the Board of Governors at its last meeting. The convention will run for two days and a half, beginning on Monday, and terminating Wednesday noon, Dec. 10.

During the past year, there have been a number of important developments affecting all manufacturers in the disinfectant, insecticide and allied groups. There have been matters of technical interest and of commercial importance. The Food and Drug Administration has come up with several questions of labelling which affect the whole industry. New types of insecticides and new outlets for insecticides have attracted some attention. Trade practices are under Federal Trade Commission scrutiny. Sales methods and distribution at lower cost are in the spotlight. These and many other subjects of wide interest will be discussed.

All sessions of the convention will be held as open meetings and non-members within the industry are invited to join with the membership and take part in the discussions. The meeting this year is an important one with several vitally important questions to be decided and acted upon. Arrange now to be in New York so you can attend. The dates are December 8, 9, and 10.

## The Terry Patent

AFTER more than a year of litigation, the Terry Patent has finally been determined by the United States Courts to be invalid. This merely confirms what was the general opinion in the insecticide industry at the time the original suit was filed and the final decision was fully expected. Fly sprays made with petroleum extracts of pyrethrum flowers can now be manufactured by anybody without fear that a bill for patent infringement

might eventually have to be settled. The decision is final and there can be no further appeal by those who sought to uphold the Terry Patent.

The dismissal of the plaintiff's appeal followed a practical abandonment of the case by the plaintiff, the Terry Fly Spray Company. The company failed to prosecute its appeal after it had been filed, and the decision in favor of the An-Fo company, the defendant, was by default. The preponderance of evidence showing that petroleum pyrethrum insecticides were made prior to the time of filing the patent application, and the very definite nature of the decision in favor of the defendant apparently impressed the plaintiff with the uselessness of prosecuting the suit further.

The Terry Patent was a lost cause from the beginning. The evidence of its invalidity was common property in the industry when it was issued. The original action to establish it must have been undertaken without a full knowledge of the history of the products and processes involved. Nevertheless, an ample and expert defense was provided the defendant by those in the industry who aided. No chance for a slip-up was permitted and a successful ending was thus assured.

The defense of the patent suit cost some thirty odd thousand dollars. It was a necessary expenditure without which all manufacturers of pyrethrum sprays would have been ham-strung. Now that the case is definitely ended, those who have held aloof from any connection with the defense for fear of later involvement in case of an adverse decision should feel free to aid in cutting down the deficit which still exists in the defense fund.

Highly refined petroleum oils are used as insecticides for certain insects on practically every type of orchard crop. Commercial oil emulsions used in orchards have an oil concentration of 60-90% and these are diluted to 0.75-5.0% before application. Oils containing organic sulfur have a high fungicidal as well as insecticidal value. *Ind. Eng. Chem.* 22,836-9 (1930)

# The Insecticide and Disinfectant Manufacturers Association

## OFFICERS

- President* ..... Dr. Robert C. White  
Robert C. White Co., Philadelphia
- 1st Vice-President* ..... Evans E. A. Stone  
William Peterman, Inc., New York
- 2nd Vice-President* ..... John Powell  
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- E. B. Loveland..... Stanco, Inc., New York
- C. P. McCormick.... McCormick & Co., Baltimore

## Membership

*Active*—Open to manufacturers and wholesale distributors of disinfectants, germicides, deodorants, insecticides, liquid soaps, polishes, and allied products. Dues—\$75.00 per year.

*Associate*—Open to firms supplying raw materials, containers, equipment, etc., to the membership. Dues—\$50.00 per year.

For further details, communicate with

**INSECTICIDE & DISINFECTANT  
MANUFACTURERS ASSOCIATION**

Harry W. Cole, Secretary  
HOLBROOK MASS.

## Notes of the Trade

National Germicide & Device Corp., Cleveland, has been formed to market the Uni Hygea Automatic Disinfector direct to buildings, institutions, etc. The equipment attaches on toilets and contains a disinfectant which enters the toilet bowl automatically after the toilet is flushed. Dr. R. J. Rugland, of Eaudemort Laboratories, Detroit, owner of the patent rights in this country, has a fifty per cent interest in the new organization.

Zonte Products Corp. recently gave stock holders the opportunity of buying 240,785 additional shares of common stock at \$10 a share in the ratio of one share at this price for every five shares held. The sale of the new stock was calculated to wipe out all bank loans and increase the working capital of the company. The company earned 80c. a share in the first seven months of 1930, justifying continuance of the present dividend rate.

The death of F. W. McNess, secretary of Furst McNess Co., Freeport, Illinois, was reported on October 21.

Zonite Products Corp. and subsidiaries report net income of \$679,442 for the nine months ended Sept. 30, equal to 96c a share on the capital stock. The third quarter earnings totaled \$219,926, or 31c a share.

Mountain States Brush Manufacturing Corp., manufacturers of brushes, cleansers, disinfectants, and janitors' supplies, formerly of Denver, Colo., has moved its business to 1714 East Douglas Av., Wichita, Kas. The business was founded 36 years ago by S. M. Zelinkoff as the Denver Brush Co. He is the present active head of the company as president. M. A. Zelinkoff is vice-president and general manager.

The C. U. McClellan Corp., Los Angeles, have purchased for permanent headquarters, the building at 2424 to 2430 Enterprise St. in that city, containing some 16,000 square feet, with office on the second floor and railroad siding connection in the rear. They now claim that they are the largest manufacturers of poultry remedies and disinfectants west of the Mississippi. The officers of the company are C. U. McClellan, president; C. W. Nettles, secretary; J. M. Emerick, treasurer; and U. S. McClellan, general manager.



# Plan 17th Annual Insecticide & Disinfectant Meeting

**T**HE Seventeenth Annual Convention of The Insecticide and Disinfectant Manufacturers Association will be held on December 8, 9 and 10 at the Hotel McAlpin, New York. The return to the McAlpin, after last year's shift to the Hotel Commodore, was voted by unanimous decision of the Board of Governors. Since the Association last met at the McAlpin the repairs which were in process at the time of that meeting have been completed, and an extensive program of modernization has been put through by the management.

The convention will open Monday morning, December 8, although, as in former years, a number of early arrivals are expected on Sunday. The Board of Governors will meet that evening. The following morning registration will commence and the business sessions will be officially opened by President Robert C. White. It is expected that the official reports of the various officers and committees will fill out the first morning session. E. B. Loveland, of Stanco, Inc., chairman of the program committee, has formulated a tentative list of speakers and papers for the four sessions which follow. Luncheons will be served each day at noon, and the annual banquet will be held on the evening of Tuesday, December 9, in the Colonial Room of the McAlpin. S. H. Bell, of Koppers Products Co., will again serve as chairman of the entertainment committee in charge of the banquet. The meeting will close on Wednesday,

December 10, at 12:00 noon, following the election of officers for 1931.

A special appeal to non-members in the insecticide, disinfectant and liquid soap groups to meet with the membership has been extended by President Robert C. White. All sessions of the convention will be held as open meetings, and non-members are encouraged to attend and join in the discussion of the many important problems which will be considered. Among the topics scheduled for discussion is the labeling of insecticides and disinfectants which has lately been a subject of renewed interest on the part of the Food and Drug Administration. Trade practices are also finding increased attention on the part of another government agency, the Federal Trade Commission, and Evans E. A. Stone, who serves on the trade ethics and program committees, will endeavor to procure a speaker



Hotel McAlpin

on the Trade Practice Conference. Among the other speakers tentatively lined up by E. B. Loveland, chairman of the program committee, are C. B. Gnadinger, of McLaughlin, Gormley & King Co., of Minneapolis, and Dr. Alfred Weed, of John Powell & Co., who will speak on subjects of particular interest to the manufacturer of insecticides. Mr. Gnadinger will give the results of his recent work on the determination of the active principle of pyrethrum, and Dr. Weed will report on "Results of a Series of Tests on Liquid Insecticides made by the Good Housekeeping Institute."

## COAL TAR DISINFECTANTS

**Uniform! Reliable! Standardized!**

Producing our own raw materials, compounding and testing them in our own plants and laboratories, enables us to guarantee Dependable Disinfectants of both *soluble* and *emulsifiable* types.

Our soluble disinfectants form clear pale solutions and our emulsifiable ones form rich milky solutions; free from deposit . . . when diluted with water.

### FROZEN TAR ACID OILS

10% to 40% Strength

Appropriate for the manufacture of disinfectants free from naphthalene deposits. When properly compounded will yield white emulsions.

Samples, prices, and full information furnished gladly on request.

### KOPPERS PRODUCTS COMPANY

Koppers Building Pittsburgh, Pa.

### TAR PRODUCTS CORPORATION

Providence Rhode Island

### THE WHITE TAR COMPANY OF NEW JERSEY, INC.

Belleville Turnpike Kearny, N. J.

Divisions of The KOPPERS COMPANY



#### Disinfectants

**Coal Tar Disinfectant**  
(Coefficient 220)

#### Tar Acid Oils

#### Tar Acid Disinfectant

(Liquor Cresolis Compositus  
U. S. P. and Soluble Cresylic  
Compounds)

#### Animal Dips

#### Cattle Sprays

#### Cresol U. S. P.

#### Cresylic Acid

#### Light Oil Distillates

(Benzol, Toluol, Xylol, Solvent  
Naphtha)

#### Wood Preservatives

#### Agricultural Chemicals

(Ammonium Sulphate, Flota-  
tion Sulphurs)

#### Naphthalene

(Moth Balls ... Flakes ... Crude  
and Refined ... All Kinds)



These products can be bought  
by the can or carload—put  
up as your own brand or  
shipped in bulk.

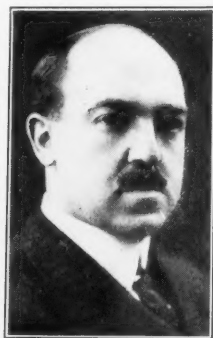
# COAL TAR PRODUCTS

Say you saw it in SOAP!

**P**RODUCTION and sales methods will also come in for consideration, with special attention being directed to distribution at reduced cost. An attempt is now being made to secure a representative of the National Association of Cost Accountants to give a talk on cost accounting, budgetary and fore-



E. B. Loveland



S. H. Bell

*Committee Chairmen*

casting. Another speaker who has been invited to appear is A. P. Connor, of Philadelphia, who is expected to speak at one of the sessions on his insurance against suits brought by case-hunting lawyers on flimsy claims of poisoning and damage done by packaged disinfectants and insecticides. It is also possible that one of the members of the McCann-Erickson concern will be present to speak on Advertising Association Products. Other additional features are now in the process of consideration by the committee, and a full and interesting program is assured.

Reservations for rooms at the Hotel McAlpin during the convention should be made through Secretary Harry W. Cole, Baird & McGuire, Inc., Holbrook, Mass., or direct with the hotel, mentioning the name of the Association.

—\*—

A. S. Hickerson has joined the staff of the C. U. McClellan Corp., Los Angeles, as advertising and promotion manager. He is well known in the disinfectant trade and was at one time a vice-president of the Insecticide & Disinfectant Manufacturers Association. He began his career in the disinfectant business in 1909 as manager of the Worrell Manufacturing Co., Sedalia, Mo. In 1926, he became manager of the Germa Manufacturing Co., later becoming manager of the poultry supply department. He severed his connection with Germa last February to become purchasing agent for the Pacific Chemical Co. He recently resigned to take up his connection with McClellan.

## Against Spread In Coefficients

The Food and Drug Administration is not in favor of a "spread" in labelling disinfectant packages with the coefficient of the product. The following bulletin dated Oct. 22 is from Harry W. Cole, "Our Bulletin No. 1930-23 of September 25th dealt chiefly with the present attitude of the Food & Drug Administration, U. S. Department of Agriculture, toward the method in vogue of stating the phenol coefficient on labels of disinfectant. You are requested to again read it if its contents are not fresh in your mind."

We wrote the Administration, asking if a manufacturer of disinfectants was not entirely within the limits of propriety in claiming a coefficient which did not vary more than one point between its maximum and minimum strengths. This is what the Administration has to say in reply:

"We are aware, of course, that it has been a common practice for manufacturers of disinfectants to label their products to show a higher and a lower limit for their phenol coefficients, as for example '2 to 3' or '9 to 10'. Where the limits are kept as close as it is reasonably possible to keep them and where the product will have the higher coefficient as often as it will have the lower coefficient we do not believe that such a claim is misleading and doubt whether we could legally require the manufacturer to remove it from his label.

"However, your letter very definitely indicates the practical difficulties which arise in this connection when manufacturers put forth claims of phenol coefficients of '2 to 4', '4 to 6' or '16 to 20'. Just where can the line be drawn? The percentage variation between 1 and 2 is the same as that between 2 and 4, and much more than that between 16 and 20. Likewise the variation of 2 to 3 is the same proportion as that of 4 to 6 and it would be difficult to show that one is misleading while the other is not.

"The consumer is only interested in the coefficient that he can be certain the product will possess, that is, if a preparation is stated to have a phenol coefficient of 4 to 6, the consumer can only depend on a coefficient of 4 and must use it on that basis. In view of these conditions it seems preferable to entirely abandon the sliding scale form of statement and give only the phenol coefficient which the purchaser can be assured of receiving."

From the above, it is evident that the Administration is not in favor of the sliding scale method of declaring phenol coefficients. It is not expected that any attempt will be made.

*(Continued on page 117)*

## "Killing Power—That's the Thing"

Many years ago at the outset of our specialization in Pyrethrum we stressed that it was Killing Power that determined the value of any Pyrethrum product.

General trade classifications of Pyrethrum serve only to confuse the user and make intelligent buying more difficult.

Pyrethrum, like any vegetable product varies greatly in its content of active principle. Thus only by a strict application of both chemical and entomological tests of each individual lot can its exact Killing Power value be determined.

The only good Pyrethrum is that which kills insects. That is why we handle one grade.

In buying **POWCO BRAND INSECT POWDER** you are the beneficiary of a service that protects your interests because it is a result of our long study of insecticide problems.

## "Killing Power—That's the Thing"

# JOHN POWELL & CO., Inc.

*SPECIALISTS IN PYRETHRUM*

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New York, N. Y.

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Will We See You  
at the  
**CONVENTION**  
DEC. 8TH 9TH & 10TH  
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**JOHN POWELL**  
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Insecticide  
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INSECTICIDE & DISINFECTANT MANUFACTURERS' ASSOCIATION

# UNCO Lilacena

## *In Your New 1931 Fly Spray Odor—*

offers a number of opportunities to improve the odor of your product without any increase in cost. In a fly spray, it gives the true lilac fragrance combined with unusual strength and covering power. It has the advantage of a quickly vanishing odor when sprayed.

## UNCO LILACENA

because of its low perfuming cost has a wide variety of uses, especially in fly sprays, liquid soaps, and allied products. If you are looking to the improvement of your spray products for the 1931 season, now is the time to try out Lilacena with a view to adopting it.



# UNGERER & CO.

NEW YORK

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# PYRETHRUM---

## Its Agricultural Future

By ALFRED WEED

*John Powell & Company*

**A**LTHOUGH the insecticidal property of Pyrethrum has been known for more than a century, its use as a control measure for insects injurious to cultivated plants has been limited in its scope. Its relegation to an unimportant position among the agricultural insecticides has not been wholly without cause, but it is certain that Pyrethrum has been given but little attention until the recent advent upon the market of a number of Pyrethrum preparations.

That the apparent neglect of Pyrethrum has not been at least partially justified is evident from a survey of the literature pertaining to its agricultural usage. In the past, workers have experienced difficulty in securing a satisfactory quality of material for investigational purposes, as the insect powder which was available was often sophisticated. Frequently it consisted of flowers from old crops or had been oxidized to a point where it was of little value. Difficulties such as this naturally lead to an aversion to Pyrethrum by individuals who might otherwise have given it further consideration and aided in establishing its use agriculturally. The prohibitive cost of the material during the early days of the Experiment Stations has certainly not assisted in furthering its use, and this exact situation is prevalent today, as investigators believe it to be high in price and extremely uncertain in quality. Added to this, Pyrethrum has been stocked by but few dealers in localities in which it might have been recommended and used as a control remedy. Objections such as these, together with the fact that until quite recently but little fundamental information regarding it has been available, have been responsible for the skeptical views which have been held concerning Pyrethrum, the limited authentic investigations dealing with it, and its failure to receive a wider acceptance in the field of agricultural insecticides.

Early reports from the Experiment Stations show that Pyrethrum was recommended for the control of aphids and defoliating larvae.

It was used as a dust in the powdered form, with or without a carrier. It was employed as a spray consisting of a suspension of fine powder in water; and alcoholic extracts were prepared and diluted for field use. More recently emulsified kerosene extracts have been used for combating injurious insects. Pyrethrum is used in essentially the same way it was more than forty years ago.

Fundamental investigations and additional field tests which have been conducted following the earlier practical uses of Pyrethrum, have given us a clearer picture of its toxicity to insects. Investigations of this nature have led to information concerning the compatibility of Pyrethrum with the other materials constituting spray and dust mixtures; and the solubility of the toxic principles permit the preparation of extracts with a variety of solvents. These investigations have shown that the toxicity of Pyrethrum is destroyed under a variety of conditions to which agricultural sprays and dusts are subjected. Information of this kind is extremely important to the manufacturer of Pyrethrum products, as the production and manufacturing processes followed must be shaped to meet the limitations which are characteristic of the toxic principles of Pyrethrum.

**W**ITH the more recent development and marketing of a number of liquid and semi-solid extracts of Pyrethrum, considerable attention has been focused upon this insecticide in agricultural circles. These extracts in addition to being effective against a majority of the injurious species of insects which are commonly spoken of as sucking insects and are controlled by contact insecticides are found among the Homoptera, Hemiptera, and Thysanoptera, and include plant lice, white fly, scale insects, mealy bugs, leaf hoppers, tree hoppers, plant bugs and thrips. These same extracts are also effective against many defoliating forms numbered among the adults and larvae of the Coleoptera, Lepidoptera, and Hymenoptera, which include the Japanese beetle, the Mexican bean beetle, flea beetles,

# WITH ANY INSECTICIDE ONLY THE KILLING POWER COUNTS!

**WHETHER LIQUID OR POWDER—THE CONSUMER  
ASKS ONLY ONE THING—WILL IT KILL THE INSECT?**

Every day brings a new theory with a scientific claim for the strength of some particular insecticide product. Theories are advanced that the strength is indicated by oleoresin content; by pyrethrin content, etc. We regard these as confusing. Several well known methods of determining Pyrethrin content are now in vogue; authorities, however, distinctly disagree upon a method that is reliable.

## We Rely Finally Upon Killing Power!

Many flowers with high oleoresin or pyrethrin content vary greatly in results. The selection of full strength insect flowers—followed by tests for the insect killing strength (known as the physiological test) removes all doubt regarding quality.

## The Product That Actually Kills The Insect— Is The One You Want

### PYRETHRUM EXTRACT

(CONCENTRATED)

**PYRFUME** is a concentrated extract of selected, tested insect flowers, made in a strength of five times the accepted standard for fly and insect sprays.

By scientific methods, the full insecticidal value of the flowers is obtained.

**PYREFUME** is tested and is of true high killing power.

Without the aid of machinery or apparatus—a standard fly spray may be immediately produced by the wholesaler or manufacturer, bearing a

#### WIDE MARGIN OF PROFIT

Packed in 55-Gallon Steel Drums  
10 Gallon (2-5 gal. tins) Cases

Write for samples and further  
full information

ORDERS CAN BE EXECUTED  
IMMEDIATELY

### PYRETHRUM POWDER

(INSECT FLOWERS)

FINE—FOR DUSTING

COARSE—FOR EXTRACTION

We are among the heaviest importers of flowers. We test our importations—physiologically as well as chemically.

We grind exclusively in our own mills and can therefore guarantee purity.

We carry in stock five varieties of flowers, namely:

DALMATIAN (Closed)  
DALMATIAN (Half-closed)  
DALMATIAN (Open)  
JAPANESE (Always half-closed)  
TURKISH

#### ALL VARIETIES ARE TRUE TO TYPE

Protect your **PYRETHRUM** product by purchasing material that has been tested for definite killing power.

Packed in barrels, kegs and boxes.

Write for prices, spot or on contract

# S. B. PENICK & COMPANY

**LEADING CRUDE DRUG IMPORTERS AND MILLERS**

Mills and Factory:  
**WEEKHAWKEN, N. J.**

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Say you saw it in SOAP!

Colorado potato beetle, cucumber beetle, aster beetle, asparagus beetle, cabbage worm, cabbage looper, canker worms, webworms, and sawfly larvae.

With the extensive use of these extracts and the fact that a Pyrethrum dust has been found effective in the control of the celery leaf tier and the mushroom fly, Pyrethrum has assumed a niche in the field of agricultural insecticides from which its displacement may be difficult indeed; and from the volume of such materials distributed, it is evident that they have met with real approval among critical, though satisfied, consumers.

The most difficult situation which has confronted the manufacturer of Pyrethrum extracts for agricultural spray purposes, and to a lesser extent the ultimate user, has been that of the selection of a satisfactory wetting agent. With a contact spray of this type it is extremely important to employ with the insecticide, material which will lower the surface tension of the spray liquid. The addition of this material facilitates the penetration and spread of the toxic constituents of the spray. This subject is particularly pertinent to the manufacturer who desires to market a finished insecticide, consisting of the insecticidal Pyrethrum constituent and the spreading agent. There is, of course, an advantage to be able to market such a combination ready for use by simple dilution with water, although a number of the present products are simple extracts designed to be mixed with the wetting agent at the time the spray is used.

Because of the efficiency of the soaps in this respect, they are generally used, but their incorporation with Pyrethrum extracts for packaging has been found to be associated with a loss in the toxicity of the Pyrethrum constituent in such a preparation, which is attributed to the destruction of the toxic principles by free alkali which is liberated on hydrolysis in such a preparation. Some difficulties have, therefore, been encountered in preparations of this kind. It is to be remembered that soaps themselves have toxic value, and the ultimate toxicity evidenced by such a mixture, which has been held for a protracted period of time, is largely that of the soap constituent of the product. Extreme care must, therefore, be followed in the use of Pyrethrum extracts with wetting agents which are alkaline in their reaction if the maximum amount of toxicity is to be secured from the Pyrethrum. Saponin, caseinates, and sulphonated vegetable and mineral oils have been recommended for use with Pyrethrum extracts, but these materials will bear further investigation.

ONE of the recognized advantageous properties of Pyrethrum is its high toxicity to insects. While it is a contact insecticide, as already mentioned, and its insecticidal value administered internally would bear investigation, it may be considered as having general purpose value. Although this is not usually conceded, it has been established by numerous trials, in which it has demonstrated its effectiveness against a number of species of insects which are commonly controlled by stomach poisons. The efficacy of the use of a contact insecticide for combating defoliating insects may be a point of dispute, from the standpoint of our present concepts of insect control, but the evidence clearly substantiates this use of Pyrethrum. Whereas the toxicity of stomach poisons remaining upon foliage is effective for a longer period of time than is Pyrethrum—the ability of Pyrethrum as a dust or spray to induce a high mortality in a number of insects falling in this category is fact information.

In a discussion of this kind one cannot overlook the fact that Pyrethrum in any form is considered as being non-toxic to warm blooded animals. It, therefore, provides an efficient preparation for the control of plant feeding insects, which can be used upon any crop of agricultural produce without danger to the consumer.

The numerous controversies which have arisen over spray residues have doubtless been of advantage to Pyrethrum. While it is not applicable to all crop pests, of course, its use may be widely extended, especially in instances where infestations of insects are present in damaging proportions during the time of harvest. At such times, the use of arsenicals may be discouraged while Pyrethrum can be used freely, because it leaves neither poisonous nor objectionable spray residues, which so frequently impair the marketing qualities of produce. Pyrethrum possesses another highly advantageous property, as it does not burn or injure foliage, even of the tenderest plants. Such a characteristic has been responsible for its use in greenhouses where tender foliage must be treated frequently for the control of insect pests; and under these artificial conditions, plants are extremely susceptible to insecticidal injury.

FROM the literature and information secured through correspondence, the principal objection raised to Pyrethrum and its use is its cost. This same objection was evidenced more than thirty years ago, and doubtless cost, as a factor, may have prevented a wider use of Pyrethrum prior to 1921. However, when the value of a crop is considered and the loss due to insect depredations is estimated, very often

*The latest*  
*in*  
**COLOROMES**

*The newest*  
*addition to*  
*Coloromes*  
*Series F*

**MADERAS**

*Send for a sample of*  
*this new COLOROME*  
*to try out yourself.*

**FELTON CHEMICAL CO.**

Incorporated

**601 Johnson Avenue**  
**BROOKLYN, N. Y.**

Say you saw it in SOAP!

an efficient insecticide may be employed with the difference in profit secured more than offsetting insecticidal expense. On a number of crops on which the net returns of the grower are small any additional cultural practice decreases his returns; hence, the expense involved for applications of insecticide must of necessity be small. However, those crops of intensive cultivation, on which the return is high can be treated repeatedly to the advantage of the grower. While few field and forage crops offer such possibilities, truck, fruit and floricultural produce usually provide a margin of profit which makes possible thorough treatment. On any crop which can be treated for its insect pests, if the degree of injury is indicative of an appreciable loss, a control remedy regardless of its cost may be of real value to the grower. It, therefore, is questionable to discourage the use of an insecticide without a thorough understanding of the value of the crop and the additional returns to the producer which may be secured by the use of an efficient insecticidal product. The matter of cost has had a most important bearing upon the extensive use of Pyrethrum since its introduction into this country, and frequently has been responsible for failure to appreciate its actual worth, due to lack of a thorough knowledge of crop values.

Pyrethrum for agricultural use is now available in the form of numerous extracts, which are used principally by greenhouse operators and gardeners, as well as fanciers of ornamental flowers and shrubs. These preparations contain varying amounts of Pyrethrum extracts and permit of different degrees of dilution to accommodate insect resistance or hardness. On dilution, the toxic principles, which are not soluble in water, are present in suspension, and their effectiveness depends upon their penetration through the insects respiratory system. This action is assisted by the use of the wetting agents which have already been discussed. The present dust preparations which are used contain varying amounts of Pyrethrum up to 100%. Inert diluents are used to give greater coverage and lessen the cost. Combinations of Pyrethrum with other insecticides are under investigation and it is quite probable that such mixtures when more thoroughly understood will prove useful on a number of control projects. It is also of interest to know that water suspensions of finely powdered Pyrethrum are used successfully in the West for the control of canker worms. Pyrethrum is used in some of the oil sprays, which are relatively recent developments as control measures.

It will be surprising indeed if a greater use of Pyrethrum in combating agricultural pests

during the next decade does not occur, for there are a number of insect problems for which satisfactory remedies have not as yet been developed and in a number of these projects it is expected that Pyrethrum may be the solution.

### Editor's Correspondence

*(Continued from page 85)*

pine oils containing these same adulterants, at low prices, so as to permit our customers to protect themselves against this cheap price competition.

Your correspondent states: "It is an evil practice to tell the customer how it may be cheapened by the addition of substances that are clearly inert and of no value as germicides, and thus not only deceive the consumer but bring into disrepute the entire pine oil industry."

Evidently your reporter is particularly disturbed about the danger of telling the customer how he may compete with the man who knows how to add adulterants and wants to keep this knowledge a secret. We hold no brief whatever for the practice of manufacturing cheap or adulterated products. On the contrary, it is possible to manufacture highest quality products with Albasol A.R., according to our formulae, and in this connection we specifically refer to a full page advertisement in your October issue recommending a specific formula resulting in a pine oil content of 85.7% and a moisture content of 2%. We confidently believe that the formula advertised, and one which we recommend specifically, and with sufficient earnestness to spend good money to advertise, is the best soluble pine oil in point of concentration and freedom from adulterants of any soluble pine oil on the market manufactured by anybody. We make that statement with all of the earnestness of which we are capable, and have yet to see a soluble pine oil manufactured by any competitor, and we have examined dozens in our laboratory, which will in any way approach it from a strictly quality point of view. In view of this fact, I must ask you in all seriousness whether or not we are trying to deceive or bring the industry into disrepute. To me, the statements of your reporter in this connection are most illogical.

So far as this company is concerned, we welcome any investigation which the Food & Drug Administration of the U. S. Dept. of Agriculture, or the Federal Trade Commission, may care to make. Further than this, we would welcome a ruling by the Disinfectant Association limiting the percent of

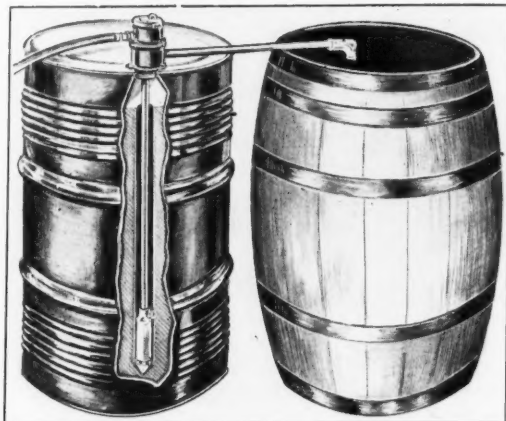
*(Continued from page 117)*



## Announcing **THE BARREL-O-MIXER**

A Mixing Device for firm potash soaps. Mixes, regulates, controls, and locks.

Used successfully for over a year. Easily adaptable to any type container. Attractively priced and now available to the trade.



Send for full information and prices.

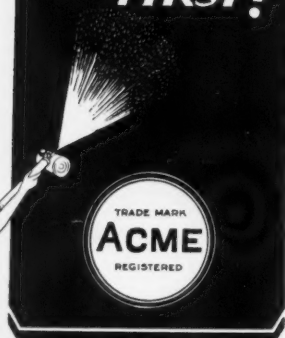
### **THE SOLUTIONIZER COMPANY**

1600 E. 53rd Street

CHICAGO, ILL.

**When  
Insecticides  
are Being  
Applied—**

**What Is  
Noticed  
FIRST?**



## *The* **SPRAYER** Comes **FIRST**

It makes no difference how effective the insecticide or repellant may be, it **MUST** be correctly applied if the results are to be the **BEST**. The better the sprayer, the better the customer will like the product. That is the rule.

### **Acme Makes Sprayers to Fit Every Requirement**

Over fifty years in the business has eliminated all risk and experiment in ACME products. The very height of perfection has been attained. Every sprayer carries a

money-back guarantee of satisfaction. If it isn't in our regular line, we can build a sprayer to fit **YOUR** needs.

Our No. 200 sprayer is a leader. Special drip cup feature; air and spray tubes coordinated to produce a mist or fog that hangs in the air longer; special processed leather plunger, etc., etc. Tell us your needs. Write for samples and prices.



**Potato Implement Company, Dept. 34**

**TRAVERSE CITY, MICHIGAN**

Say you saw it in SOAP!



# Disinfectant and Insecticide Production Up 12% in 1929

THE census of the manufacture of insecticides, disinfectants, germicides, deodorants, and associated sanitary products in the United States during 1929 shows a total production of \$93,370,934, an increase of 12 per cent over the census figures for the

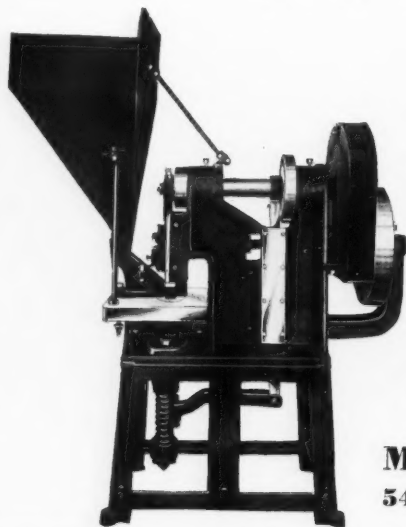
previous report of 1927. The total in 1927 was \$84,131,794. These figures have just been issued by the Bureau of the Census of the Department of Commerce in the form of a preliminary report. Details of the figures are shown in the following table:

PRODUCTION ANALYSIS FOR 1927 AND 1929

	1929	1927
Patent or proprietary compounds, total value .....	\$93,370,934	\$84,131,794
Antiseptics, value .....	\$21,805,364	\$17,863,540
Deodorants, total value .....	\$4,981,836	\$2,572,840
Liquid .....	Pounds 10,271,186	6,378,283
Value .....	\$3,229,042	\$1,517,035
Block and crystal .....	Pounds 1,487,577	513,503
Value .....	\$943,858	\$380,171
Powder .....	Pounds 2,052,308	1,671,838
Value .....	486,365	\$347,125
Other .....	Pounds 553,940	630,230
Value .....	\$322,571	\$328,509
Germicides, value .....	\$2,490,885	\$2,237,513
Disinfectants, insecticides, and fungicides:		
Disinfectants, total value .....	\$6,231,926	\$6,088,781
Coal-tar .....	Pounds 21,394,963	23,230,545
Value .....	\$4,530,425	\$3,824,974
Pine oil .....	Pounds 1,602,364	2,897,009
Value .....	\$376,825	\$442,072
Chloride of lime and chlorine products .....	Pounds 3,312,196	1,390,607
Value .....	\$561,013	\$123,925
Other .....	Pounds 6,953,180	7,283,512
Value .....	\$763,663	\$1,697,810
Insecticides and fungicides, total value .....	\$23,200,164	\$21,689,631
Household insecticides, total value .....	\$13,349,461	\$12,907,977
Sprays, fly .....	Pounds 42,356,504	18,407,817
Value .....	\$7,568,392	\$6,100,798
Insect powder (Pyrethrum) .....	Pounds 5,608,835	2,730,863
Value .....	\$2,622,563	\$1,772,153
Fluoride powders and mixtures .....	Pounds 690,288	614,878
Value .....	\$379,331	\$310,236
Moth repellants .....	Pounds 2,358,344	3,679,903
Value .....	\$862,111	\$1,103,685
Other .....	Pounds 8,637,190	14,197,294
Value .....	\$1,917,064	\$3,621,105
Agricultural insecticides and fungicides, <sup>1</sup> value ..	\$9,850,703	\$8,781,654
Disinfectants and insecticides not reported by kind, value .....	\$266,660	---
Boiler Compounds, value .....	\$4,904,866	\$5,867,285
Household ammonia, value .....	\$981,551	\$1,249,117
Other compounds, value .....	\$28,507,682	\$26,563,087
Patent or proprietary medicines not reported by kind, value .....	\$259,183	---

<sup>1</sup> This item represents production in the patent or proprietary medicines and compounds industry only and consists principally of calcium and lead arsenates, lime-sulphur solutions, etc., data for which are included in the statistics for these commodities shown in the report for the "Chemicals, not elsewhere classified" industry.

## *The Newest* for **PARA BLOCKS**



**A** NEW fully automatic machine especially for pressing para blocks . . . 50 to 75 per minute . . . adjustable for one to eight ounce blocks, any shape . . . makes perfect blocks . . . same die can be used for various weights of blocks to any degree of hardness with uniform density throughout . . . hopper holds 200 pounds of crystals . . . the last word in equipment for small para blocks . . . several now in use . . . can be used to make blocks of other crystalline and powdered products . . . send for samples of blocks and details about the machine.

**MARKO MACHINE CO.**  
549 West 52d St. New York

## **"EVERGREEN PERFUMES"** for **Soaps, Sprays, Deodorants, etc.**

**"E**VERGREEN" concentrated oils for cake soaps, liquid soaps, theatre sprays, insecticides, para and related sanitary products are backed by 31 years of compounding experience. Besides having a complete array of standard oils for this type of perfuming we are equipped to work out specialties designed for your particular use. May we be of service to you?

**EVERGREEN CHEMICAL CO., INC.**

160 FIFTH AVENUE

NEW YORK

<sup>1</sup>This item represents production in the patent or proprietary medicines and compounds industry only and consists principally of calcium and lead arsenates, lime-sulphur

solutions, etc., data for which are included in the statistics for these commodities shown in the report for the "Chemicals, not elsewhere classified" industry.

Vestal Chemical Co., St. Louis, has recently begun operations in its new building at 4963 Manchester Ave. The new plant which is reported as the last word in equipment and facilities for the manufacture of liquid soaps, disinfectants, insecticides, and allied products, is located on a site of 50,000 square feet in the heart of the industrial district of St. Louis. The building is three stories high with 30,000 square feet of floor space and has its own railroad siding. It is of brick and concrete fire-proof construction and was designed especially for the Vestal company. The company was founded in St. Louis in 1913 by F. J.



Pollnow, president (insert) and now has branches located in the principal cities. James L. Martine is general manager of the firm.

Eaudemort Laboratories, Detroit, manufacturers of sanitary specialties including Chloro-Crystals, para in cans for home use, have added a number of new products to their line during the past few months. These are described in a new folder which has just been issued. The new items include cleaning compounds, furniture polish, a finish renewer, roach powder and a new product for filling in scratches. They are all being marketed in retail packages under the well known Eaudemort label. Dr. R. J. Rugland is head of the company.

Emulsone is a new vegetable gum for emulsifying fatty, mineral and essential oils which has been put on the market by the Glyco Products Co., Brooklyn. It is suitable for use in polishes, agricultural sprays, and suspension agent for abrasives, cosmetics, etc. It is a white powder, non-poisonous and tasteless.

The sodium soap of rosin, in combination with fish oil soap, is said to be an excellent emulsifying agent for arsenical cattle dips, as well as for copper fungicides. *Proc. Am. Soc. Test. Mat.* Preprint (R. C. Roark) (1930).

### United States Soap Production Up 6.5% in 1929

TABLE 2—SOAP.—PRODUCTION BY KIND, QUANTITY AND VALUE: 1929 AND 1927

	1929	1927
Paste soap:		
Pounds .....	41,170,425	30,458,681
Value .....	7,623,233	8,178,932
Special soap articles:		
Pounds .....	\$413,219	\$347,256
Value .....	\$3,127,994	\$2,259,306
Soap stock or soap base, for sale as such:		
Pounds .....	7,258,439	33,249,520
Value .....	\$1,401,803	\$2,642,904

<sup>1</sup>Not yet available. Complete figures will be given in the final report.

<sup>2</sup>Revised.

# TAR ACID OIL

20% 25% 30% 36%

Naphthalene Free—White Emulsion

## SPECIAL OILS

for making DISINFECTANTS complying in  
BENZOPHENOL CONTENT

with the

FEDERAL CAUSTIC POISONS ACT

THE DOMINION TAR & CHEMICAL CO.

LIMITED

424 CANADA CEMENT BUILDING

MONTREAL, QUEBEC

# MORTEX PRODUCTS

*in bulk to the trade!*

# M

## Mortex Theatre Spray

MORTEX Theatre Spray comes in eight different odors, all popular in character and possessing a sweetness rivaled only in the finest French perfumes. The odors last. Since Mortex Theatre Spray contains material heavier than air it replaces foul air and purifies the atmosphere when sprayed in the theatre. This product is not injurious to furniture.

## Mortex Disinfectant

We supply Mortex Disinfectant in concentrated bulk form. You can handle this product on a very profitable basis and will find that it will be a good repeater.

*Let us send you generous samples of these exceptional sanitary products. Jobbers all over the country are handling MORTEX PRODUCTS profitably.*

## Mortex Insecticide

MORTEX Insecticide is supplied to you in bulk and in concentrated form to save shipping costs. This product has real killing power and is priced right.

**MORTEX PRODUCTS COMPANY, INC.**

247 EAST ILLINOIS STREET

CHICAGO

Say you saw it in SOAP!

The Interstate Commerce Commission has refused to lower the rate of  $11\frac{1}{2}$ c per hundred pounds on crude naphthalene from New York harbor to Bound Brook, N. J., in accordance with the request of Calco Chemical Co. The fact that this product is oily and emits a pungent penetrating odor was one of the reasons given by the Commission for its refusal to accede to the request, another reason being that cars used in transporting crude naphthalene must be cleaned and aired before being used to transport edible or absorbent commodities.

### Editor's Correspondence

(Continued from page 111)

moisture, kerosene or other adulterants in pine oil disinfectants.

We are distinctly of the opinion that certain members of the Association, who are large operators in soluble pine oil disinfectants, would be emphatically against any such regulation. It would hurt their business too much. We would welcome such restriction, however, and it would not injure our business one dollar's worth. On the contrary, we feel that it would jump our sales materially. We are ready to join the Association and fight for such a measure.

NATIONAL OIL PRODUCTS COMPANY, INC.

C. P. Qulick, Treasurer

Editor's Note: Although we are not able to get in touch with the Association secretary at this writing, we are of the opinion that the "merchandise brokers and jobbers" referred to, did not mean the National Oil Products Co.

### Against Spread in Coefficients

(Continued from page 103)

now or later, to cite or prosecute disinfectant manufacturers who state their coefficients with a variation of not more than one point between the minimum and maximum strengths. It is to be noted, however, that dilutions must be based upon the lowest coefficient the product has. If, for example, the product you make or market has a coefficient of 5 to 6 your directions for use must be calculated on a coefficient of 5. It is again stated, for the benefit of disinfectant manufacturers and distributors in general that disinfectants branded as having phenol coefficients of "2 to 4," "4 to 6," "16 to 20," or wherever the variation between the lesser and greater strength is more than one point, will not pass muster. It will be a much better to revise labels now, if they need revision, than to incur a possibly heavier expense later on.

# SOAP

## As PIONEERS

in the development of quality soaps, oils and allied products, we take pride in their enviable reputation for *high quality, constant uniformity and absolute dependability.*

Fifty-three years' experience in the manufacture of these products is the background upon which they are offered to you and your trade. Whatever your requirements may be, we are prepared to meet them to entire satisfaction.

AUTOMOBILE SOAPS

INDUSTRIAL SOAPS

PINE OIL CLEANERS

COCOANUT OIL BASE

LIQUID TOILET SOAPS

LIQUID SHAMPOO SOAPS

LIQUID SHAMPOO BASE

Our chemists, skilled in the art of soap making, are trained to meet the most exacting specifications. Every piece of merchandise is laboratory tested before it leaves the plant.

This is your safeguard. Packed under your own private label.

Manufacturers to  
the Jobbing Trade

The BROOKS OIL Co.  
CLEVELAND, OHIO

Say you saw it in SOAP!

## EMULSIONS

Anyone can make good emulsions with Emulsifier B585. The odors of ammonia and oleic acid (red-oil) are no longer necessary. Rosin soaps and neat *are eliminated* in oil emulsions.

Polishes, cleaners, non-inflammable fly-sprays, cutting oils, etc., are made easily. Formulae for making many emulsions including a polish of highest lustre and hardness, non-streaking and applied without hard rubbing, will be supplied with trial orders. This polish will not show finger prints or be affected by rain or exposure. It has been passed upon by experts as ideal for auto and furniture polish. It is the result of three years of experimental work and will not separate on standing if made according to directions.

### Price Schedule (f.o.b. New York)

400 lb. drums  
15c lb.

38 lb. cans  
20c lb.

7½ lb. cans  
25c lb.

### GLYCO PRODUCTS COMPANY, Inc.

Bush Terminal Bldg. No. 5, Brooklyn, N. Y.

#### Representatives

CHICAGO  
Walter A. Reinicke  
4753 Broadway

ST. LOUIS  
E. H. Starcke  
1529 Arcade Bldg.  
ENGLAND—Frank Sedgwick, c/o Messrs. Field & Co.,  
Dominion House, Bartholomew Close, London, E. C. 1.

SAN FRANCISCO  
Geo. H. Martin Co.  
149 California St.

PHILADELPHIA  
Chas. D. Ferguson  
6025 Clifford Terrace

## Breuer's Tornado Electric Sprayers

Have done more to  
**INCREASE THE SALE  
OF INSECTICIDES**

than any other one thing in the  
industry.



You may have the best insecticide manufactured but have you the proper method of spraying it? The Tornado Electric Sprayer is your answer. It is the most powerful and efficient machine of its type on the market; sprays all liquid insecticides, disinfectants and germicides a distance of 8 to 10 feet, breaking it up into a fine mist which will float in the air and penetrate all cracks and crevices. Tornado sprayers are so easy to use and give such satisfactory results that they are used more often, increasing the use of your product. Supply your customers with these machines and watch your sales increase.



#### THOUSANDS IN USE!

Tornado Electric Sprayers have been regarded as standard equipment for years by leading manufacturers of insecticides and disinfectants. Thousands are in use in mills, warehouses and institutions of all kinds as well as in the home. The Model 50 equipped with G. E. Universal motor weighs but 3 lbs. Operates at very low cost.

Write TODAY for further information and prices.

**BREUER ELECTRIC MFG. CO.**  
862 Blackhawk St., Chicago, Ill.

Say you saw it in SOAP!



## Trade Marks Granted

(From Page 59)

328. Published July 22, 1930. Class 23.

276,046. Insecticides and Deodorants. Leeno Products Co., Baltimore. Filed April 29, 1929. Serial No. 283,198. Published July 15, 1930. Class 6.

276,109. Insecticide. Termo Chemical Co., Chicago. Filed May 24, 1930. Serial No. 301,189. Published July 22, 1930. Class 6.

276,153. Disinfectant and Deodorant. Clean Home Products Corp., Chicago. Filed May 31, 1930. Serial No. 301,840. Published July 15, 1930. Class 6.

276,171. Insecticide. American Oil Co., Baltimore. Filed May 10, 1930. Serial No. 300,256. Published July 22, 1930. Class 6.

276,172. Preparation for Killing Rats and Mice. Associated Exterminators of America, Hamilton, Ohio. Filed May 9, 1930. Serial No. 300,252. Published July 22, 1930. Class 6.

276,175. Dental Paste. Dentipurge Products Co., Los Angeles. Filed April 25, 1930. Serial No. 299,430. Published July 22, 1930. Class 6.

276,178. Insecticides. Robert C. White Co., Philadelphia. Filed April 1, 1930. Serial No. 298,262. Published July 22, 1930. Class 6.

276,179. Furniture Polish. MacGregor Piano Service, Seattle. Filed March 11, 1930. Serial No. 297,141. Published July 22, 1930. Class 16.

276,182. Liquid Wax for Polishing Floors. Churchill Mfg. Co., Sioux City. Filed February 1, 1930. Serial No. 295,465. Published July 29, 1930. Class 16.

276,395. Cleansing and Scouring Powder. Bedford Products Co., Brooklyn. Filed May 2, 1930. Serial No. 299,844. Published July 29, 1930. Class 4.

276,399. Detergent Washing Powder and Crystals. Laufer Chemical Co., Milwaukee. Filed April 24, 1930. Serial No. 299,396. Published August 5, 1930. Class 4.

276,401. Preparation for Cleaning, Scouring and Polishing. Lever Brothers Co., Cambridge. Filed April 4, 1930. Serial No. 298,404. Published July 29, 1930. Class 4.

276,402. Paste Cleanser. Wrigley Mfg. Co., Philadelphia. Filed March 14, 1930. Serial No. 297,343. Published May 27, 1930. Class 4.

# DEODORIZING CRYSTALS and BLOCKS

*"It's the Odor That Sells the Product"*

WE HAVE A NUMBER OF VERY INTERESTING FLORAL  
AND BOUQUET ODORS FROM WHICH TO SELECT.

*A Few of Our Leaders:*

AMERICAN THISTLE .....	\$5.00 lb.	ORIENTAL NO. 88 .....	\$5.00 lb.
CARNATION NO. 50 .....	5.00 lb.	ROSE FLOWERY NO. 158 .....	5.00 lb.
FOREST BOUQUET NO. 42 .....	4.00 lb.	ROSE HEAVY NO. 99 .....	5.00 lb.
LILAC NO. 777 .....	3.50 lb.	TREFLE NO. 157 .....	6.00 lb.
NEW MOWN HAY NO. 75 .....	5.00 lb.	VIOLET NO. 108 .....	8.00 lb.
WILD FLOWERS .....	\$5.00 lb.		

Only one pound is required to perfume 100 pounds of paradichlorbenzene.



*Samples upon request*

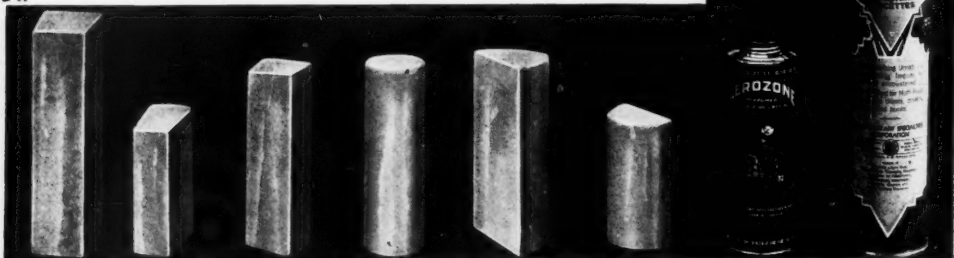
## P. R. DREYER INC.

26 CLIFF STREET

NEW YORK

Say you saw it in SOAP!

*The* ORIGINATORS, PIONEERS *and*  
WORLD'S LARGEST PRODUCERS  
*of* DEODORIZING BLOCS



OFFER YOU THE FAMOUS U. S. AIR CONDITIONING BLOCS  
*under your private label*

U. S. AIR CONDITIONING BLOCS outsell all other blocs because they are moulded, hard and uniformly perfumed. Sizes and shapes (as illustrated) to fit any containers. Odors to meet current needs. Packed for you under your private label. Handsome perforated metal containers in White Enamel, Porcelain, Oxidized or Nickel-plate with Jobber's Nameplate.

Also NEUTRODOR URINAL BLOCETTES and AEROZONE CRYSTALS packed in beautiful lithographed tins with your imprint.

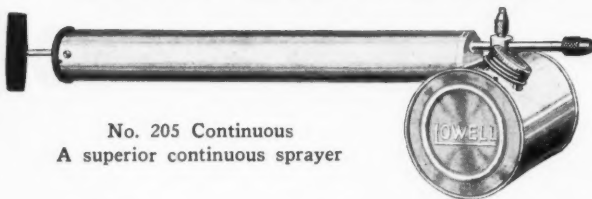
*Large output makes it possible to quote extremely low prices. New catalog on request.*

U. S. SANITARY SPECIALTIES CORPORATION  
435-41 SO. WESTERN AVENUE CHICAGO, ILL.

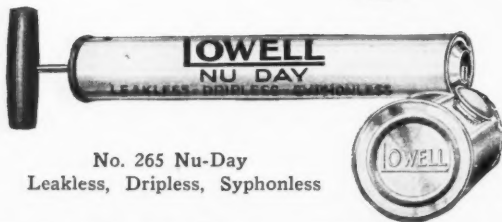


Makers of  
Liquid Soap Equipment  
Liquid Toilet  
Soaps  
Insecticides  
Disinfectants, etc.

**THREE OUTSTANDING PATTERNS  
FOR THE INSECTICIDE, DISINFECTANT  
AND EXTERMINATING TRADE**



No. 205 Continuous  
A superior continuous sprayer



No. 265 Nu-Day  
Leakless, Dripless, Syphonless



No. 80 Baby Fountain  
Without an equal for exterminating purposes

**LOWELL SPRAYER CO.**  
**LOWELL, MICH.**

**U. S. A.**

Say you saw it in SOAP!

**276,446.** Insecticide. Deodorant, Disinfectant, and Perfume. S. B. Penick & Co., New York. Filed May 21, 1930. Serial No. 300,961. Published July 29, 1930. Class 6.

**276,511.** Ant Exterminator. Southern Laboratories, Inc., Memphis. Filed August 19, 1929. Serial No. 288,731. Published July 29, 1930. Class 6.

**276,518.** Cleaners and Washing Compositions. Royal Cleaner Co., Akron, Ohio. Filed October 30, 1929. Serial No. 291,759. Published August 5, 1930. Class 4.

**276,553.** Soaps and Hand Cleansers. Vicco Laboratories, Chicago. Filed June 27, 1930. Serial No. 302,921. Published August 12, 1930. Class 4.

**276,630.** Deodorant. Clean Home Products Corp., Chicago. Filed May 31, 1930. Serial No. 301,839. Published July 15, 1930. Class 6.

**276,633.** Insect Exterminator. Jersey Pharmacal Co., Weehawken, N. J. Filed May 26, 1930. Serial No. 301,268. Published July 29, 1930. Class 6.

**276,657.** Polishing Cleaning Powder. The Citizens' Wholesale Supply Co., Columbus, Ohio. Filed May 28, 1930. Serial No. 301,403. Published August 5, 1930. Class 4.

**276,658.** Soap Powder. Lu-Mos Laboratories, Newark. Filed May 27, 1930. Serial No. 301,374. Published August 5, 1930. Class 4.

**276,659.** Soap Preparations. Jost Detergent Co., Sayville, N. Y. Filed May 26, 1930. Serial No. 301,269. Published August 5, 1930. Class 4.

**276,660.** Soaps. R. Odell & Sons, Newark. Filed May 24, 1930. Serial No. 301,200. Published July 29, 1930. Class 4.

**276,666.** Dentifrice. United Drug Supply Co., Philadelphia. Filed June 18, 1930. Serial No. 302,558. Published July 29, 1930. Class 6.

**276,670.** Tooth Paste. William A. Webster, Memphis. Filed June 16, 1930. Serial No. 302,502. Published July 29, 1930. Class 6.

**276,684.** Shoe Polish. Chas. H. Matcher Mfg. Co., Philadelphia. Filed May 29, 1930. Serial No. 301,631. Published August 12, 1930. Class 4.

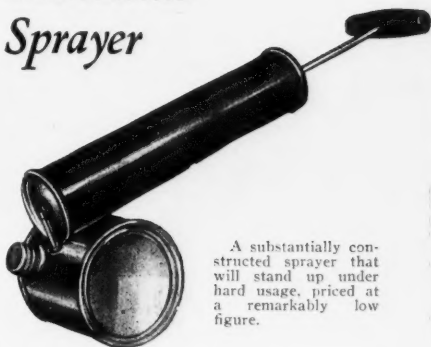
**276,685.** Soaps. Leigh Chemist, Inc., New York. Filed May 28, 1930. Serial No. 301,479. Published August 12, 1930. Class 4.

**276,686.** Soaps. Leigh Chemist, Inc., New York. Filed May 28, 1930. Serial No. 301,477. Published August 12, 1930. Class 4.

**276,687.** Soaps. Leigh Chemist, Inc., New York. Filed May 28, 1930. Serial No. 301,475. Published August 12, 1930. Class 4.

# VOGEL

## Insecticide Sprayer



A substantially constructed sprayer that will stand up under hard usage, priced at a remarkably low figure.

Hand and continuous sprayers, designed and manufactured to give the greatest value for the least outlay.

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*Write us about your requirements and we will gladly submit samples and prices without any obligation on your part.*

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A low cost  
**DISINFECTANT**  
and coal tar dip

A pure undiluted creosote oil disinfectant free from mineral oil and other adulterants, for those who are limited in the price they can pay. Write us for a sample of Disinfectant No. 2.

For 33 years, Chemical Supply Co. has specialized in supplying the jobbing and wholesale trades only with standard sanitary products. Send for a copy of booklet, "Chemical Specialties," giving full details about our products and our service for the jobber.

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Established 1898

A 100 % active  
**LIQUID INSECTICIDE**

Light lemon color, absolutely stainless, safe and non-explosive, and sure death to household insects. Ask us for a sample to test yourself.

*Special odors for liquid soaps*  
**FRESIA L. S.                      LILAC L. S.**

Flowery and refreshing, this unusual odor stands up particularly well in liquid soaps. It is completely soluble and is economical to use. May we submit a sample?

A new composition designed especially for use in liquid soaps. It is completely soluble and is reasonably priced. Would you like to try a sample in your own product?

*Also Special Odors for*

Cake Soaps — Sprays — Disinfectants — Para Products

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350 WEST 31ST STREET

NEW YORK CITY

*Chicago Office—16 South Peoria St.*

*When you need*

equipment, raw materials, etc., and can't find a ready source of supply, direct an inquiry to the Publishers of SOAP. The necessary information will be furnished promptly without charge.

MACNAIR-DORLAND Co., INC., 136 Liberty St., N. Y. C.

Say you saw it in SOAP!

276,688. Soaps. Leigh Chemist, Inc., New York. Filed May 28, 1930. Serial No. 301,473. Published August 12, 1930. Class 4.

276,689. Soaps. Leigh Chemist, Inc., New York. Filed May 28, 1930. Serial No. 301,471. Published August 12, 1930. Class 4.

276,690. Soaps. Ludwig Scherk, Inc., New York. Filed May 24, 1930. Serial No. 301,209. Published August 12, 1930. Class 4.

276,709. Soap. Conti Products Corp., Brooklyn. Filed May 20, 1930. Serial No. 300,860. Published August 12, 1930. Class 4.

276,735. Shoe Polishes. Dyo Corp., Dallas. Filed April 3, 1930. Serial No. 298,315. Published August 12, 1930. Class 4.

276,736. Liquid Soap. Selig Co., Atlanta. Filed March 21, 1930. Serial No. 297,699. Published August 12, 1930. Class 4.

276,812. Wall-Coating Preparation for Use in the Control of Moths. Sani-Cedar Co., Youngstown, Ohio. Filed May 31, 1930. Serial No. 302,089. Published August 12, 1930. Class 6.

276,829. Insecticides, Germicides, and Disinfectants. Disinsector Corp., New York. Filed March 14, 1930. Serial No. 297,563. Published August 12, 1930. Class 6.

276,869. Metal Polish. Damalsto Chemi-

cal Co., Murphy, N. C. Filed June 7, 1930. Serial No. 302,236. Published August 12, 1930. Class 4.

276,871. Metal and Silver Polish. Silver Polish, Silver Glow Co., Cleveland. Filed June 10, 1930. Serial No. 302,302. Published August 12, 1930. Class 4.

### Opportunities for Export

The following opportunities for export of American soaps and allied products have come to the Bureau of Foreign and Domestic Commerce, Washington, D. C. American manufacturers can secure the full details of the inquiries by communicating with the Bureau, care of the Department of Commerce. Be sure to mention the number of the Foreign Trade Opportunity in writing.

47,727 Shoe wax	Mexico	Purchase
47,733 Cleansing and washing powders	Mexico	Purchase
47,905 Household disinfectants	Canada	Agency
47,935 Toilet preparations	Bolivia	Purchase
47,944 Toilet preparations	Syria	Agency
47,948 Toilet preparations and dentifrices	Canada	Agency or purchase
47,960 Toilet preparations	Uruguay	Agency
47,987 Toilet soaps and preparations	Paraguay	

## LETHANE 384

The EFFECTIVENESS of an insecticide  
is its main selling point.

LETHANE 384 produces an insecticide with quick action and high  
final kill.

**Röhm & Haas Co., Inc.**

222 W. Washington Square

Philadelphia, Pa.

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# HOTEL McALPIN

CONVENTION HEAD-  
QUARTERS

for

Insecticide and Disinfectant  
Manufacturers Association  
DECEMBER 8 to 10, 1930



Economical Rates, combined with excellent cuisine and comfortable accommodations, make the McAlpin the Smart place to go when in New York.

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Single rooms with bath 3.50, 4.00, 4.50, 5.00  
Double bedded rooms with bath ..... 5.00  
Twin-bedded rooms with bath ..... 6.00

## THREE POPULAR PRICED DINING ROOMS

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Frank A. Duggan, President and  
Managing Director

# HOTEL McALPIN

Broadway at 34th Street New York City

"One Block From The Pennsylvania Station"

## Sales Agents—

Is your organization in a position to act as local sales agent for one or two large manufacturers of DISINFECTANTS (complete line), INSECTICIDES, LIQUID SOAPS, SANITARY SPECIALTIES.

Agents in New York, Philadelphia, Buffalo, Cleveland, Atlanta, desired. Must give best references and stand closest scrutiny. Will be well backed by manufacturers.

If interested, give details and companies now representing.

Edit. Dept.—SOAP

136 Liberty St.

New York

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when completed, will  
contain 3,400 rooms

TALLEST  
Hotel  
in the World  
Forty-Six  
Stories High



## Chicago's MORRISON HOTEL

Corner Madison and Clark Sts.  
Closest in the city to offices,  
theatres, stores and  
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1,950 ROOMS NOW  
500 BEING ADDED

—all outside, with bath, running ice water, telephone, bedhead lamp, radio set and Servidor.

RATES, \$2.50 UP



48,006 Toilet soaps and preparations	England	Agency
48,065 Disinfectants	Germany	Agency
48,091 Blue mottled household soap	Canary Islands	Agency
48,131 Toilet preparations	Belgium	Agency
48,140 Polishes, cleaning compounds and toilet preparations	Canada	Agency
48,215 Toilet soaps and preparations	India	Agency or purchase
48,230 Toilet preparations	Colombia	Agency

Automobile polishes to the amount of 120,-655 lbs., worth \$29,223, were exported from United States in July, 1930, as against 136,-336 lbs., valued at \$38,882, in July, 1929.

Exports of shoe polishes from United States totaled 181,322 lbs., worth \$51,891, in July, 1930, compared with 307,818 lbs., worth \$91,374, in July, 1929.

#### STATEMENT OF OWNERSHIP

Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, of Soap, published monthly at New York, N. Y., for Oct. 1, 1930, State of New York, County of New York.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Alan Porter Lee, who, having been duly sworn according to law, deposes and says that he is the Editor of Soap and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse side of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publishers, MacNair-Dorland Company, Inc., 136 Liberty St., N. Y. C.; Editor, Alan Porter Lee, 136 Liberty St., N. Y. C.; Managing Editor, None; Business Managers, Grant A. Dorland and D. De Houst, 136 Liberty St., N. Y. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

MacNair-Dorland Co., Inc., 136 Liberty St., N. Y. C.; Grant A. Dorland, 136 Liberty St., N. Y. C.; Ira P. MacNair, 136 Liberty St., N. Y. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholders or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is —. (This information is required from daily publications only.)

(Signed) D. DE HOUST.

Sworn to and subscribed before me this 24th day of September, 1930.

Al. J. Ruggiero, Notary Public, Kings Co., No. 509, Reg. No. 1162; Cert. filed in N. Y. Co., No. 309, Reg. No. 1R242; Commission expires March 30th, 1931.

## A NEW SPRAYER FOR 1931



## YOU HELPED DESIGN THIS SPRAYER

The New Hudson Insecticide Sprayer reflects the ideas of leading insecticide manufacturers—ideas perfected and put into practical form by Hudson engineers. Your requirements have, to a large degree, suggested the exclusive features which make this new sprayer for 1931 a step ahead of anything else in the industry.

Let us help fit it into your 1931 program. Our special representative in your territory will be glad to give you details—and no obligation on your part.

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CAUSTIC SODA  
SODA ASH  
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BATH POWDER POTASH  
CAUSTIC POTASH  
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OLIVE OIL FOOTS  
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PALM OIL  
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Use *NEW-O-SAPINE* to overcome your soap troubles.

## Bowker's TRI-SODIUM PHOSPHATE . . . DI-SODIUM PHOSPHATE . . .

Colorless crystals . . . uniform size . . . sparkling appearance. Deliveries made from convenient distributing points. Packed in paper lined barrels of 325 pounds each and paper lined kegs of 100, 150 and 200 pounds each

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*Phosphates Factory at Carteret, N. J.*

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## ZINC CALCIUM ALUMINUM MAGNESIUM

*Stocks Carried at*

New York  
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Chicago  
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## FRANKS CHEMICAL PRODUCTS CO.

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*Spot and Future Deliveries*

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**Classified Advertising**—All classified advertisements will be charged for at the rate of ten cents per word, \$2.00 minimum, except those of individuals seeking employment where the rate is five cents per word, \$1.00 minimum. Address all replies to Classified Advertisements with Box Number, care of *Soap*, 136 Liberty St., New York.

### POSITIONS WANTED

**Soap Maker** and Chemist with many years' experience, making all kinds of laundry and toilet soaps, seeking change. Good references. Can take complete charge of manufacturing. Address Box 578, care *Soap*.

**Soap Maker** or superintendent, conscientious and dependable with well founded thorough experience in manufacturing all grades and kinds of laundry, toilet, industrial, potash soft, liquid soaps and soap products, shampoos, disinfectants, sprays, etc. Desires steady position. Address Box No. 579, care *Soap*.

**Practical Soap Maker** wants position making all grades of rosin laundry soap, cold made and half boiled, all grades of potash and liquid soaps and shampoos, also flaked, shredded and powdered soap. Can also make floating soaps, toilet soap base, milled soaps and old style soaps. Glycerine extraction from spent lyes. Address Box 580, care *Soap*.

**Superintendent**—Man with fifteen years' experience with two of the larger soap manufacturers and a good record, wishes to make new connection in the soap industry. Has been in allied line for past year. Address Box 581, care *Soap*.

**Superintendent**—Man with twenty years' experience and a good record with several leading American soap manufacturers, desires to make new connection as superintendent or assistant. American, thoroughly versed in all phases of modern soap production. Address Box 582, care *Soap*.

**Soapmaker**—and executive, thoroughly proficient in the manufacture of all grades of soaps found on the present day's market, with long years' experience here and abroad and

## USED MACHINERY

COMPLETELY  
GUARANTEED

REBUILT

### PARTIAL LISTINGS

- 1—Proctor and Schwartz Soap Chip Dryer, with 5-roll mill.
- 1—H. A. Soap Cutter, motor driven.
- 6—Vertical Crutchers, 3600, 3000, 1500, 1200 lb. capacity, Dopp, Houchin-Aiken.
- 1—H. A. 5-roll Steel Soap Mill, 14" x 36".
- 2—H. A. Granite 3-roll Mills, 12" x 24".
- 1—H. A. Jumbo Plodder, 8", with motor.
- 1—Rutchman twin screw Plodder, 6".
- 2—Jones A Automatic Soap Presses.
- 1—Ralston Automatic Soap Press.
- 1—Hercules Foot Press.
- 20—Filter Presses, 12" x 12" to 36" x 36".
- 5—Soap Chippers, 18", 22", 24", and 30".
- 2—Blanchard 10-A and 14-A Mills.
- 1—Huber hand operated Slabber, 1200 lb.
- 200—Soap Frames, 1500 lb., 1200 lb.
- 3—World and Ermold Labelers, motor.

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Cresol  
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Specially prepared for disinfectant manufacturers.

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**PINE DISINFECTANT**

Unusually low price—no adulteration

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LIQUID PASTE POWDER

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**Sales Representative** for line of soaps. In Minnesota, Iowa, Illinois, Indiana, Ohio and Michigan. Advise experience, references, and full details with application. Address Box 561, care *Soap*.

**Sales Representative** — Well known manufacturer desires to make selling arrangement with man who knows the bulk liquid soap, cleanser, polish, para, disinfectant, etc., line. Territory to cover New York and surrounding territory, also other part of Eastern seaboard. Man must be experienced in this line and know large consumers and dealers. Address Box 583, care *Soap*.

**Sales Representatives**—Two executives, early thirties, Christians, desiring obtaining connections Eastern territory with view to establishing exclusive agency. Remarkable ten-year sales records. Only merited products considered. Further information on request. Address Box 551, care *Soap*.

**Sales Representative**—Man with many years' experience in the sale of oils, fats, greases, both edible and inedible, desires new connection preferably with American producer or refiner. Address Box 584, care *Soap*.

**Wanted**—Salesman wanted by soap importer and jobber to cover Metropolitan territory among department, gift, etc. stores. State experience, etc. Box 586, care *Soap*.

### MISCELLANEOUS WANTS

**Wanted—Soap Maker** with thorough manufacturing experience in shampoo base, pastes, liquid shampoo, castile soap, etc. Excellent opportunity for good man. Please state in detail past connections and salary desired to start. Box 591, care *Soap*.

**Floor Brushes:** Aggressive jobbers will be interested in our distinctive fast-selling line of floor brushes. Write — "Jones of Jonesville," Jonesville, Mich.

**Machinery installed** and personal instruction given for all soap products. Efficient and economic methods taught. Formulas for new products and old ones improved. Address Expert, Box 585, care *Soap*.

## INVENTORY SALE Complete Plant Soap Equipment

### SPECIALS

1—Proctor & Schwartz late model Soap Chip Dryer with 5 roll chilling unit, capacity 850 to 1,000 lbs. per hour.

1—Soap Chip Dryer, with Chilling Rolls, 1500 lbs. capacity.

Liquidation Complete Soap Plant. Equipment consists of Dryer, Various Tanks, Kettles, Crutchers, Frames, Slabber, Cutting Table, Automatic and Foot Presses, Wrapping Machines, Pumps, etc. Location Eastern Seaboard.

3—Dopp & Doll Vert., 1000 & 1500 lbs. Crutchers.

5—Foot Presses for Soaps & Deodorizing Blocks.

2—Jones & Ralston Automatic Presses.

8—Dopp Kettles, Open & Closed.

1—Ernest Scott Glycerine single effect Evaporator, complete with vacuum pumps.

8—Cast Iron, 12, 18, 24, 30 & 36 inches square, Shriver and Sperry Filter Presses.

50—600 & 1200 lbs. capacity Frames.

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4—Nos. 1; 2, and 3 Meade Mills.

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1—American Soap Wrapping Machine for 6, 8 and 10 oz. cakes, COMPLETE.

10—Duplex & Simplex Steam; Triplex and Rotary pulley driven Pumps.

2—Slabbers, 600 and 1200 lbs. Hand and Power Driven.

10—Rotary Soap Pumps—1 to 4 inch.

BLOWERS - EXHAUST FANS - ENGINES - STEEL AND WOOD TANKS - PUMPS - STORAGE TANKS - MOTORS - CONVEYORS - ELEVATORS - COPPER, ALUMINUM AND IRON KETTLES - ETC.

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### Soap Machinery and Building

#### All or Any Part—Very Low Prices

1—Proctor & Schwartz Soap Chip Dryer with Chilling Rolls, 5—54" Fans, Capacity 1500-2000 lbs. per Hour.

6—Houchin and Allbright-Neel 4 Stone Soap Mills, Cap. 1500 lbs. per Hr. each.

7—Soap Kettles 11,000 to 300,000 lbs. Cap.

1—Glycerine Recovery Plant, Complete.

Several Crutchers, Mixers, Pumps, etc.

EVERY ITEM good condition—  
DRYER & MILLS good as new.  
BUILDING—Brick—4 Sty. & Basement, 38,000 Sq. Ft. Floor Space. Sprinkler System, Complete Steam Power Plant.

*Write now to owner*

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For 35 years, Edgar A. Murray Insecticides have met the needs of the janitor supply trade satisfactorily. Those who sell them have found them absolutely reliable and uniform in quality at all times.

So sure are we that you, too, will be pleased with them that we offer them to you with an iron-clad money-back guarantee—"No Riddance, No Pay."

If you are not handling a line of guaranteed insecticides, get the Edgar A. Murray proposition. Mail the coupon TODAY for complete information, prices and discounts.

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2729 GUOIN STREET DETROIT, MICH.

*A Complete Line of Six Guaranteed Insecticides*

Fly, Ant  
Rat, Bug,  
Mosquito,  
Moth



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Gentlemen:—Please send us further information regarding your insecticide line, prices, discounts, etc.  
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**GEO. A. SCHMIDT CO.**

*Manufacturers of*  *of Every Description*

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Say you saw it in SOAP!



**Private Brands Wanted** — Eastern distributors desire to communicate with manufacturers of milled coco and castile soaps. Address promptly Box 586, care *Soap*.

**Capryl Alcohol** (Sec. Octyl Alcohol) available in quantity. The product is now available at prices which make its use as a constituent of soaps, sprays, perfumes, disinfectants, etc. of great interest. Samples, particulars and prices on request. Box 587, care *Soap*.

**Soap Formulas**—I am offering the soap formulas of the late J. A. Kyle, who for over 35 years was connected with some of the largest manufacturers of soaps, etc., in this country. Inquiries for specific data of formula will receive immediate attention; as there are over 1400 pages of material, same will require time to enumerate. All inquiries must be addressed to Wm. E. Wilkinson, 174 Vreeland Ave., Rutherford, N. J.

**For Sale**—Old established soap manufacturing business in Canada, manufacturers of laundry soaps, toilet soaps, textile soaps and lard oil. Owing to the death of the principals of their company, the entire business is offered for sale, including old established and well known brands of soap also formulas for

same. Owing to new Canadian tariff, a grand opportunity is offered for good live company. Apply Box 575, care *Soap*.

**Chemical Analysis**, research, formulae, technical information, cleaners, polishes, disinfectants, insecticides, toilet preparations, paints and lacquers. Robert R. Henderson, Laboratory, Madison, Maine.

**Wanted**—Going insecticide business manufacturing liquid sprays. Give details and other information in letter to Box No. 574, care *Soap*.

**For Sale**—Eight 4' x 9' Mechanical Manufacturing Company Lard and Flaking Rolls, complete with scraper knives, picket troughs and all parts. Arranged for belt drive. In excellent condition. Priced very reasonably. Address Box No. 576, care *Soap*.

**Wanted** — By-products; spent fullers earth, etc. containing coconut, palm kernel oils, animal fat or tallow; also rejected coconut. Box 577, care *Soap*.

**Position Open** — Practical soapmaker wanted in Chicago plant. State full particulars, experience, salary, etc. Box No. 590, care *Soap*.

# PYRETHRUM



If your problem concerns Pyrethrum in any form our analytical and research laboratories are at your service.



**Also CONCENTRATED OIL EXTRACT of PYRETHRUM**

*Leaders in Pyrethrum products for almost half a century*

**MCCORMICK & CO., INC.**

**BALTIMORE, MD.**

## A NEW AND BETTER CLOSURE!

**"FILMASEAL"**  
(Trade Mark Reg.)

Filmaseal deposits a transparent film across the top of the container to which it tightly adheres. This film must be torn off or ruptured to reach contents.

Our standard continuous thread screw caps are made to include the Filmaseal and makes a double seal for your protection.

The application of Filmaseals is automatic and intended for large scale production.

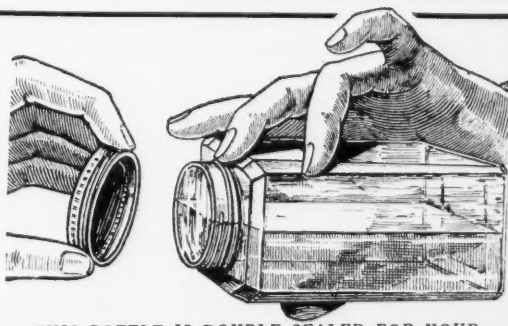
If your product is affected by air—if it is subject to leakage—evaporation—or deterioration—send us a sample to Filmaseal for your consideration.

**FERDINAND GUTMANN & CO.**

Bottle Closure Specialists since 1890

**Bush Terminal No. 19. Brooklyn, N. Y.**

Patents pending covering FILMASEAL and every phase of its application and use.



**THIS BOTTLE IS DOUBLE SEALED FOR YOUR PROTECTION.**

**Say you saw it in SOAP!**

*Where to buy*

## **RAW MATERIALS and EQUIPMENT**

*for Soap and Disinfectant Manufacture*

NOTE: This is a classified list of the companies which advertise regularly in *Soap*. It will aid you in locating advertisements of raw materials, bulk and private brand products, equipment, etc., in which you are particularly interested. Refer to the Index to Advertisements, on the following pages, for page numbers. "Say you saw it in *SOAP*."

### **ADHESIVES**

Grasselli Chemical Co.  
Mechling Bros. Chemical Co.  
National Adhesives Corp.  
Philadelphia Quartz Co.  
Standard Silicate Co.

### **ALKALIES**

Diamond Alkali Co.  
Dow Chemical Co.  
Hooker Electrochemical Co.  
Mathieson Alkali Works  
Niagara Alkali Co.  
Solvay Sales Corp.  
Stauffer Chemical Co.  
Warner Chemical Co.  
Welch, Holme & Clark Co.  
Isaac Winkler & Bro. Co.

### **BAGS**

Bemis Bros. Bag Co.

### **BULK AND PRIVATE BRAND PRODUCTS**

Baird & McGuire, Inc.  
Brooks Oil Co.  
Chemical Compounding Corp.  
Chemical Supply Co.  
Clifton Chemical Co.  
Davies-Young Soap Co.  
Eagle Soap Corp.  
Harley Soap Co.  
Koppers Products Co.  
Kranich Soap Co.  
Mortex Products Co.  
Edgar A. Murray Co.  
Palmer Co.  
John Powell & Co.  
Ratin Laboratory  
Geo. A. Schmidt & Co.  
Stevens Soap Corp.  
Tar Products Corp.  
U. S. Sanitary Specialties Corp.  
White Tar Co.  
Windsor Wax Co.  
Allen B. Wrisley Co.

### **CANS**

American Can Co.  
Continental Can Co.  
Metal Package Corp.  
William Vogel & Bro.

### **CHEMICALS**

American Cyanamid Co.  
Diamond Alkali Co.  
Dow Chemical Co.  
Grasselli Chemical Co.  
Hooker Electrochemical Co.  
Mathieson Alkali Works  
Mechling Bros. Chemical Co.  
Merck & Co.

Monsanto Chemical Works  
Newport Chemical Works  
Niagara Alkali Co.  
Parsons & Petit  
Philadelphia Quartz Co.  
Solvay Sales Corp.  
Standard Silicate Co.  
Stauffer Chemical Co.  
Victor Chemical Works  
Warner Chemical Co.  
Welch, Holme & Clark Co.  
Isaac Winkler & Bro. Co.

### **COAL TAR RAW MATERIALS**

(Cresylic Acid, Tar Acid Oil, etc.)  
American Cyanamid Co.  
Baird & McGuire, Inc.  
Barrett Co.  
Dominion Tar & Chem. Co.  
Wm. E. Jordan & Bro.  
Koppers Products Co.  
Monsanto Chemical Works  
Tar Products Corp.  
White Tar Co.

### **DECOLORIZING PRODUCTS**

Buffalo Electro Chemical Co.  
Darco Sales Corp.  
Industrial Chemical Co.

### **DEODORIZING BLOCK HOLDERS**

Eagle Soap Corp.  
Palmer Co.  
U. S. Sanitary Specialties Corp.  
William Vogel & Bro.

### **EQUIPMENT, MISCELLANEOUS**

Alsop Engineering Co. (storage tanks)  
Anthony J. Fries (Soap Dies)  
Solutionizer Co. (Sudsing Machine)

### **MACHINERY, LIQUID HANDLING**

Alsop Engineering Co.  
Mixing Equipment Co.  
Vol-U-Meter Co.

### **MACHINERY, PACKAGING**

Package Machinery Co.  
Stokes & Smith Co.

### **MACHINERY, PROCESS**

Chemical Equipment Co.  
William Garrigue & Co.  
Houchin-Aiken Co.  
J. M. Lehmann Co., Inc.  
Marco Machine Co.  
Patterson Foundry & Machine Co.  
Proctor & Schwarz, Inc.  
Robinson, Butler Hemingway & Co.  
C. G. Sargent's Sons Corp.  
Sowers Mfg. Co.  
Wurster & Sanger, Inc.

*(Continued on Page 134)*

## Consulting Chemists and Engineers

*Specializing in Soaps, Disinfectants, Insecticides, Polishes, etc.*

**FOSTER D. SNELL, A. M. Ph. D.**

130 CLINTON ST., BROOKLYN, N. Y.

**Consulting Chemist**

RESEARCH  
ANALYSIS

CONSULTATION  
OPERATION

SOAP, POLISH AND SPECIALTIES

**Samuel P. Sadtler & Son, Inc.**

*Consulting Chemists and Analysts*

210 S. 13th St.

Philadelphia

*Specializing in*

**OILS—SOAPS—POLISHES—ETC.**

*Analyses - Practical Formula Development*

INSECTICIDES  
DISINFECTANTS  
RELATED PRODUCTS

Labels

ADVERTISING  
FORMULAE  
PROCESS

**L. N. MARKWOOD**

*Formerly with U. S. Dept. of Agriculture*

**Chemical Consultant**

1001 15th St., Washington, D. C.

Charles H LaWall

Jos. W. E. Harrison

**LaWall & Harrison**

**Chemists**

**Analytical—Consulting—Research**

**Phenol Coefficients**

636 Race St.

Philadelphia

**BUREAU OF CHEMISTRY**

of the

**New York Produce Exchange**

H. P. TREVITHICK, Chief Chemist

*Soaps, Vegetable Oils, Glycerine, Shellac*

Rooms F-12-16

2 Broadway

Produce Exchange Bldg.

New York, N. Y.

*Member Association of Cons. Chemists and Chemical Engineers*

**ALAN PORTER LEE**

**Engineer**

SOAPMAKERS' PROCESSES  
OIL EXTRACTION—REFINING  
VACUUM BLEACHING—HYDROGENATION  
FATTY ACID AND GLYCERINE TECHNIC  
*Design, Construction, Operation  
Reports, Appraisals.*

136 Liberty St., New York, U. S. A.

**Illinois Chemical Laboratories, Inc.**  
Chicago, Illinois

One of the oldest and most completely equipped laboratories in the middle West, maintaining special departments for Soap, Oils, Metals, Finishing materials, Cosmetics, Polishes and Cleaners, Insecticides and Sanitary specialties, Foods and Beverages.

1164 W. 22nd Street

Canal—7313-7314

**Skinner & Sherman, Inc.**

246 Stuart Street, Boston, Mass.

**Bacteriologists and Chemists**

Disinfectants tested for germicidal value of phenol coefficient by any of the recognized methods.

**Research—Analyses—Tests**

Formulas  
Manufacturing Processes  
Analytical Service

*Catalog on request*

**H. THAXLY CO.**

**Washington, D. C.**

**CONSULTING CHEMISTS  
AND ENGINEERS**

offering their services to manufacturers of soaps, disinfectants, household insecticides, polishes, cleansers, etc., should keep themselves before the entire industry regularly through the use of space in this department of SOAP.

# RAW MATERIAL and EQUIPMENT GUIDE

(Continued from Page 132)

NOTE: This is a classified list of the companies which advertise regularly in *Soap*. It will aid you in locating advertisements of raw materials, bulk and private brand products, equipment, etc., in which you are particularly interested. Refer to the Index to Advertisements, on the following pages, for page numbers. "Say you saw it in *SOAP*."

## MACHINERY, USED

Consolidated Products Co.  
Lakeside Machinery Co.  
Newman Tallow & Soap Machinery Co.  
Stein-Brill Co.

## METAL CAPS

Anchor Cap & Closure Corp.  
Ferdinand Gutman & Co.  
Williams Sealing Corp.

## OILS AND FATS

Acme Oil Corp.  
Brown-Edwards Co.  
Davidson Commission Co.  
Emery Industries, Inc.  
Spencer Kellogg & Sons  
Leghorn Trading Co.  
Newman Tallow & Soap Machinery Co.  
Parsons & Petit  
Welch, Holme Clark Co.

## PARADICHLORBENZENE

Dow Chemical Co.  
Hooker Electrochemical Co.  
Monsanto Chemical Works  
Niagara Alkali Co.  
Solvay Sales Corp.

## PERFUMING MATERIALS

Antoine Chiris Co.  
Dodge & Olcott Co.  
Dow Chemical Co. (Methyl Sal., Coumarin,  
Methyl Anthranilate only)  
P. R. Dreyer, Inc.  
Evergreen Chemical Co.  
Felton Chemical Corp.  
Benj. French, Inc.  
Fritzsche Brothers, Inc.  
Givaudan-Delawanna, Inc.  
Heine & Co.  
E. M. Laning Co.  
Merck & Co. (Methyl Salicylate only)  
Monsanto Chemical Works (Methyl Sal.,  
Coumarin, Vanillin only)  
Neumann, Buslee & Wolfe  
Newport Chemical Works  
Parsons & Petit (Oils Orange, Bergamot,  
Lemon only)  
Polaks Frutal Works  
Schering Corp. (Terpineol only)  
George Silver Import Co.  
Solvay Sales Corp. (Benzaldehyde only)  
A. M. Todd Co.  
Ungerer & Co.  
Van Ameringen-Haebler, Inc.  
Vanillin-Fabrik  
Albert Verley, Inc.  
Paolo Vilardi (Oils Lemon, Bergamot,  
Orange only)  
Wangler-Budd Co.

## PYRETHRUM PRODUCTS

(Insect Flowers, Powder and Pyr. Ext.)  
Cino Chemical Co.  
King & Howe, Inc.  
McCormick & Co.  
McLaughlin, Gormley, King Co.  
S. B. Penick & Co.  
John Powell & Co.

## RAW MATERIALS, MISCELLANEOUS

Franks Chem. Prods. Co. (Stearates)  
General Dyestuffs Corp. (Waxes)  
General Naval Stores Co. (Pine Oil-Rosin)  
Hercules Powder Co. (Pine Oil and Rosin)  
Industrial Chemical Co. (Chalk)  
Merck & Co. (Lanolin and Chlorophyll)  
W. L. Montgomery & Co. (Wool Grease)  
National Adhesives Corp. (Adhesives)  
National Oil Products Co. (Emulsifier)  
Rohm & Haas Co. (Insecticide Base)  
Pylam Products Co. (Lathering Agent)

## SOAP COLORS

Fezandie & Sperrle  
Pylam Products Co.

## SOAP DISPENSERS

Clifton Chemical Co.  
Huntington Laboratories  
Palmer Co.  
U. S. Sanitary Specialties Co.

## SODIUM SILICATE

Grasselli Chemical Co.  
Mechling Bros. Chemical Co.  
Philadelphia Quartz Co.  
Standard Silicate Co.

## SPRAYERS

American Can Co.  
Breuer Electric Mfg. Co.  
Continental Can Co.  
Dobbins Mfg. Co.  
Hudson Mfg. Co.  
Lowell Sprayer Co.  
Metal Specialties Mfg. Co.  
Potato Implement Co.  
William Vogel & Bro.

## STEEL CONTAINERS

American Can Co. (Pails)  
Ohio Pail Co. (Pails)  
Republic Steel Package Co.  
John Trageser Steam Copper Works (Pails  
and Drums)  
Wilson & Bennett Mfg. Co. (Pails and  
Drums)

## TRI SODIUM PHOSPHATE

American Cyanamid Co.  
Bowker Chemical Co.  
Grasselli Chemical Co.  
Victor Chemical Works  
Warner Chemical Co.

**Have you investigated the use of**

**ARLINGTON MILLS PURE WOOL GREASE**

*in the manufacture of*  
TEXTILE SOAPS, OILS, and SPECIALTIES—ROSINED  
SOAPS — COMPOUND GREASES — SALVE BASES

For superfatting cheap toilet soaps, mechanic's pastes, etc.

Clear, light, olive brown,—over 50% saponifiable. A low cost product,—sells under 4½¢ per pound.  
*Send for a sample to try out.*

**10 High Street**

**W. L. MONTGOMERY & CO.**  
SOLE SELLING AGENTS

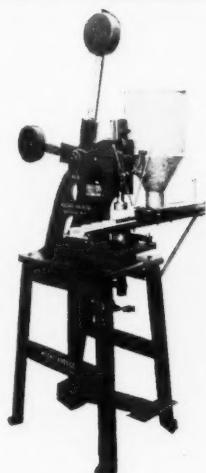
**Boston, Mass.**

**HOUCHIN STEEL DRUMS**

*Machine-Made*  
**DEODORIZING  
BLOCKS**

*Sell Best!*

Blocks made with this press, by the new cold pressed method, sell better and cost much less to make. Save 5% of your raw material, cut labor, and make a smooth, even, deodorizing block that will please your customers much more than the old style, irregular blocks. Complete cost details and manufacturing suggestions on request.



*Let us make some sample cakes with your own material.*

**HOUCHIN MACHINERY COMPANY**  
Hawthorne, New Jersey

**SOAP MACHINERY**

**bulk  
soft  
soap**

For the trade

Liquid Soap Base  
Auto Soap  
Oil Soap

Shampoo Base, etc.

Harley soft soaps are made right and are priced right. Send us your next inquiry for any of the above and a sample and quotation on your requirements will prove this statement.

**HARLEY SOAP CO.**

2852 E. PACIFIC ST.  
PHILADELPHIA

*That are built to last!*



30-55-110 gal. sizes

Sturdy and long lasting, the Trageser heavy duty steel drum will be carrying your materials to market long after cheap containers have found the junk pile. Order a sample drum.

*The BEST  
Containers for*

LIQUID SOAPS  
DISINFECTANTS  
CLEANSERS  
ESSENTIAL  
OILS  
VEGETABLE  
OILS  
CHEMICALS  
GLYCERIN  
ETC.

*Black, Galvanized,  
Tinned*

**JOHN TRAGESER STEAM COPPER WKS.**  
GRAND STREET

MA SPETH, L. I., N. Y.

*Special tanks, tubs, pails, etc.*

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Long experience enables us to produce colors for all types of soaps.

If you have a shade you want matched send us a sample. We have complete facilities for matching.

Liquid soap colors a specialty—send for samples of F. & S. greens and ambers.

**FEZANDIE & SPERRLE, Inc.**

**205 Fulton Street New York**

*Import - Manufacture - Export*

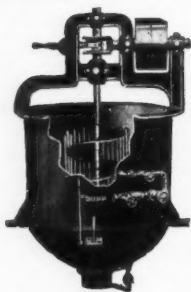
## HIGH EFFICIENCY, plus DEPENDABILITY

THE best evidence of the high efficiency and lifetime dependability of Dopp Crutchers and Mixers is in the testimony of companies in the soap trade who have used them continuously over a period of many years.

For example, the J. R. Watkins Co., Winona, Minn., wrote us recently:

"We have installed in our Winona plant two Dopp Crutchers, three Dopp cast-iron Kettles without mixers, four Dopp Kettles with mixers. This equipment is functioning at high efficiency all the time. Its sturdy construction eliminates all the usual difficulties with steam leaks, etc., on the jacketed type kettle. We are well pleased with the equipment, the first of which we began using in 1914."

If you want real certainty of dependable operation in your own plant, it will pay you to investigate Dopp Crutchers and Mixers for your own requirements. Write for Catalog 7-A.



Dopp Style "A" Crutcher,  
built in capacities from  
1,000 to 4,500 lbs.

**COWERS MANUFACTURING CO.**  
MANUFACTURERS OF DOPP EQUIPMENT  
FOR HEATING, COOLING AND MIXING

1296 Niagara St. Buffalo, N. Y.  
New York Boston Toronto

*Seamless DOPP Seamless*

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*Special Grades For Special Requirements*

# MECHLING'S SILICATE OF SODA

**MECHLING BROS. CHEMICAL COMPANY**

PHILADELPHIA

CAMDEN, N. J.

BOSTON, MASS.



**Economy and Safety** combine forces to make Bemis Waterproof Bags the most satisfactory of all containers for dry soap.

Low in cost, waterproof, siftproof.

Write for samples and prices.

**BEMIS BRO. BAG CO.**

605 S. 4th St. St. Louis, Mo.  
5108 2nd Ave., Brooklyn, N. Y.

03881

## Bemis *Waterproof* BAGS

# SOAP POWDER

*Fluffy and Heavy*

**Scouring Powder**  
and  
**Detergent**

*Packed in barrels or kegs.  
In bulk to the trade.*

**STEVENS SOAP CORP.**

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Cumberland 3747

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**Liquid Kontakt**

*for*

*High Grade*

*Fats*

**Kontakt D. P.**

*for*

*Low Grade*

*Fats*

**THE TWITCHELL PROCESS COMPANY**

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on everything of interest to manufacturers of soaps, disinfectants, polishes, insecticides and related sanitary products . . . . .

*Special articles . . . news  
markets . . . patents . . .  
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**Annual Charge-\$3.00**

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**MacNAIR-DORLAND CO.**

**136 Liberty Street**

**New York**

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To keep in touch with the  
British Soap and Allied Industries  
you should read

## THE BRITISH SOAP MANUFACTURER

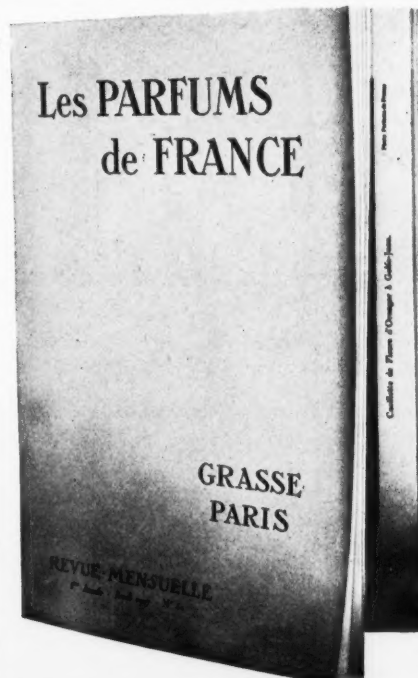
A MONTHLY JOURNAL READ BY ALL SOAP-  
MAKERS, ESSENTIAL OIL DISTILLERS,  
PERFUME MANUFACTURERS, ETC.

**THE RECOGNISED ORGAN OF THE BRITISH  
SOAP INDUSTRY**

*Contains the best technical articles. Gives all the Trade  
News, Current Market Prices, Foreign Reports, etc., etc.*

*Annual Subscription \$2*

**30, RED LION SQUARE  
LONDON, ENGLAND.**



### BRINGS TO SOAPMAKERS EVERY MONTH:

- Information about cultivation of aromatic plants.
  - The latest quotations of the Grasse Floral Products and Essential Oils.
  - Monographs and complete scientific articles concerning the Essential Oils and Aromatics of every country.
  - Formulae for use of Aromatic raw materials in Perfumes, Cosmetics, Soaps, Drugs and Flavors.
  - First-class illustrations, both in color and in black.
- The articles are written in both English and French by the most able specialists.

Yearly subscription . . . \$4.00  
Specimen copy . . . . . 0.25

Head-Office: in GRASSE, Avenue de la Gare.  
in PARIS Avenue Victor-Emmanuel III

Say you saw it in SOAP!

17th Annual Convention  
*of the*  
**INSECTICIDE**  
*and*  
**DISINFECTANT**  
**MANUFACTURERS**  
**ASSOCIATION**

**Hotel McAlpin**  
**New York**  
**December 8, 9, and 10**

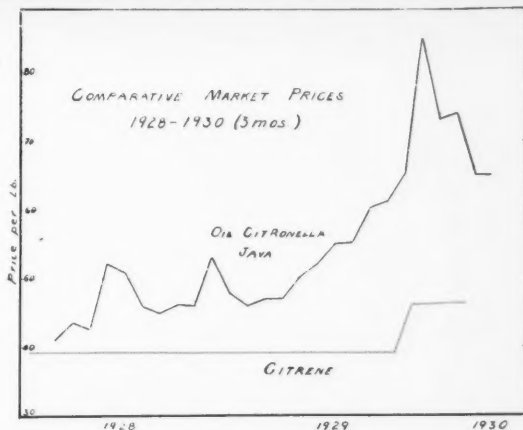
Make your plans to attend now. Non-members in the insecticide, disinfectant, liquid soap, and allied industries are cordially invited to the open meetings.

Plan now to attend. Make your reservations at once at the Hotel McAlpin so you will be handy to the meetings. Register at the hotel where all the other conventionites will stay.

For further details, communicate with

**HARRY W. COLE, Secretary**  
Holbrook, Mass.

# Soap- Makers— Compare!



The market price of Citrene  
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After much research we are now prepared to offer a new series of perfume materials for Fly Sprays, Paradichlorbenzene, Deodorants, Soaps, etc.

The Paradichlorbenzene perfumes evaporate simultaneously with Paradichlorbenzene and will not separate during the process thus insuring complete perfuming throughout the life of your preparation.

Our new group of perfumes for use in Fly Sprays will mask the odor of Petroleum Distillate both in the first and latter stages of evaporation.

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